

# The Desert Sun

of Palm Springs, California

SERVING AMERICA'S MOST RAPIDLY GROWING DESERT-MOUNTAIN AREA

Tuesday, February 7, 1950

174 N. Palm Canyon Dr.  
(Colborn Center)  
Phone 2249  
Subscription, \$6.00 year by mail  
anywhere in the U. S.

VOL. XXIII—No. 49

Single Copy 10c

## Great Rodeo Inaugurates Polo Grounds

Perfect Weather,  
Capacity Crowds,  
Thrills, Mark Event

Maiden voyage of the new Palm Springs Polo Grounds arena Saturday and Sunday went with scarcely a flaw as the near-capacity crowds viewed—and enjoyed—one of the finest rodeos ever produced in southern California in the new, streamlined stands, under the supervision of the new Palm Springs Rodeo association.

World-champion fighting stock, battling with world-champion cowboys, put on one of the finest shows ever offered rodeo fans anywhere at any time according to the consensus of observers.

Saturday's opening-day inaugural started with ceremonies from the announcer's booth across from the main stands with brief words from Mayor Charles Farrell, followed by benediction by Father Michael O'Connor and words from Ruth Hardy on behalf of the Park board.

**FRANK BOGERT** then took over to announce all events. Present in the announcer's booth besides the other dignitaries were Milton Hicks, Barney Hinckle (president pro tem of the Rodeo association), Stewart and Roger Williams (architects of the stands), Leo Fields, Mr. and Mrs. William Powell, President Ben Shearer of the Park board, Ken Kirk and others who were introduced for their part in development of the Polo Grounds.

National coverage of the show is made by four of the five major newsmen companies, these being Fox Movietone News, Paramount News, MGM's News of the Day, and Pathé (Warner's). In addition there was a National Broadcasting television representative who televised the first day of action. Also present were representatives of the principal Los Angeles newspapers.

**STOCK FOR THE SHOW** was supplied by Andy Jaureguie of Newhall, whose wild horses and Brahman bulls lived up to advance publicity as being among the meanest animals extant. And the riders, ropers and "doggers" also proved to be champs by putting on one of the fastest-moving shows seen in some time.

One of the top features in the entire program was the comic star, Slim Pickens, who kept the crowds in a constant state of merriment as he attempted every type of activity shown, from roping to bulldogging. His principal work was that of "baiting" the wild Brahman bulls a la toreador with yellow and pink cape to prevent the vicious bulls from goring the riders after they had been unseated.

**INCOMPLETE RODEO** results are as follows: in the saddle See RODEO, Page 6

## This Side Of the Sun

Country clubs, plans for golf, The tram, with other things, Looks like life's beginning In the 50s in Palm Springs

Today's Sun ought to warm things up here. . . Brighten the corner where you are, too. . . An announcement is made of big things for the Village and surrounding areas. . . Vincent X. Flaherty, one of Palm Springs' good friends, said in his L. A. Examiner column Friday. . . "Don't sell Palm Springs short in the future book." . . So just send those crying towels to the laundry. . . And hope they don't come back.

**THINGS ARE GETTING** better, with the accent on the "are." . . Even the weather man is with us. . . While the rest of the southland was being sprinkled Saturday and Sunday, the W.M. held off the rain until the rodeo was over. . . And then when the crowds had thinned out and the two-day visitors departed, the rain came to help out with this year's wildflower crop. . . And not a one of our visitors could be saying somewhere else in the southland today: "We went to Palm Springs last weekend and it rained." . . Instead they are saying: "You should have been with us in Palm Springs. . . Not a drop of rain. . . Nice weather."

**LOOKS LIKE THERE'LL** be light soon. . . Workmen are stringing wires now for the street lights along P. Canyon drive. . . They'll be in with the palm trees and the effect should be spectacular. . . As well as lighting up the view so that when people with black suits jaywalk you'll be able to see them and step on the brake. . . Which reminds me, that a lot of motorists should have their lights checked. . . Or else take a lesson in court.

See THIS SIDE, Page 2

NO COMPLAINT	Max.	Min.
Thursday, Feb. 2	66	41
Friday, Feb. 3	73	44
Saturday, Feb. 4	69	41
Sunday, Feb. 5	74	48

## LOIS WRATHALL NAMED 1950 MISS PALM SPRINGS

Jaycee Selects  
Queen Candidate  
For Date Fiesta



MISS PALM SPRINGS OF 1950—Lois Wrathall, winner of this year's title, will represent the Village in the Queen Scheherezade contest of the Indio Fair and Date Festival later this month. —Don DuRoe Photo

## Merchants Urged to be On the Watch

"This past weekend is a good example of what the smart professional con men and gypsies will try on a crowded town," said Leo Baker, president of the Retail Merchants association, yesterday.

"They work the crowded areas where it is nearly impossible for law enforcement officers to check up on them," he continued, "and unless they are checked by the businessmen and hotel owners themselves the buncy men are liable to fleece the townspeople out of a great deal of money," he concluded.

It is Baker's contention that if the merchants check solicitors for their credentials, given by the city, there will be a minimum of losses through out-of-town bilkers during crowded weekends.

## Duran Arakelian And Anne Wallace Wed Saturday

Married at the home of Duran Arakelian Saturday evening at 6 o'clock were Anne Wallace and Duran K. Arakelian, son of the host in a small private ceremony attended by Mr. and Mrs. Richard Pace and members of the immediate family. The bride was formerly employed at Bullock's and the Palm Springs Music company.

Judge Eugene Theriault performed the rites. The newly-married couple expects to move to the Arakelian ranch near Fresno the latter part of this week where they will operate the extensive holdings there.

## Palm Tree Lights May Be Ready For Circus Week

Street lighting of the palm trees along Palm Canyon drive is still "quite some time off," it was announced by the city engineer's office last week.

Conduit work will be done on schedule, early in March, it was said. Exact type of lamp for individual trees has as yet not been decided by the park board, but it is hoped they will be ready by Desert Circus week, March 21-26.

**THINGS ARE GETTING** better, with the accent on the "are." . . Even the weather man is with us. . . While the rest of the southland was being sprinkled Saturday and Sunday, the W.M. held off the rain until the rodeo was over. . . And then when the crowds had thinned out and the two-day visitors departed, the rain came to help out with this year's wildflower crop. . . And not a one of our visitors could be saying somewhere else in the southland today: "We went to Palm Springs last weekend and it rained." . . Instead they are saying: "You should have been with us in Palm Springs. . . Not a drop of rain. . . Nice weather."

**LOOKS LIKE THERE'LL** be light soon. . . Workmen are stringing wires now for the street lights along P. Canyon drive. . . They'll be in with the palm trees and the effect should be spectacular. . . As well as lighting up the view so that when people with black suits jaywalk you'll be able to see them and step on the brake. . . Which reminds me, that a lot of motorists should have their lights checked. . . Or else take a lesson in court.

See THIS SIDE, Page 2

Twenty-Third Year  
The Desert Sun  
of Palm Springs, California

SERVING AMERICA'S MOST RAPIDLY GROWING DESERT-MOUNTAIN AREA

Tuesday, February 7, 1950

# Two Million Dollar Project Announced for Palm Springs

## Indian Land; Hospital Deal; "Progressing" For Village

City Officers Back  
From Washington  
And Conferences

Back in the Village Sunday were Councilman Florian Boyd and City Attorney Roy Colegate, who returned from Washington where they had conferred with officials in the nation's capitol on matters of importance to the city concerning a bill on Indian reservation leases and sale of the Torney hospital properties to the hospital district.

Both men reported satisfactory progress in their work and it is felt by city officials that more favorable legislation may soon ensue as a result of the work done by the two delegates.

A full report was given on the trip with its governmental ramifications at a meeting yesterday afternoon in the offices of City Manager Russell Rink attended by Mayor Charles Farrell and other officials.

In the matter of reservation leases it was announced this week by Indian Agent Howard Perdew that Assistant Secretary William E. Warne had affirmed the action of the special allotting agent on the Agua Caliente allotments, and the bureau of land management has been directed to issue trust patents for 46 selected allotments on schedule two. Additional selections will be issued on schedule three for 11 other selectees very shortly, it was indicated. A few remaining Indians who are unallotted will be given an opportunity to make lieu selections of other valuable tribal lands, Perdew said.

Confidential word has reached the Desert Sun that bids on El Mirador hotel, to be opened some time after March 22, closing date of the bids, include those of two of the top men of the nation, Conrad Hilton, famous owner of the Hilton chain of big hotels, and Warren Pinney, former president of the El Mirador Holding corporation.

Details of the bids have been released—and won't be until after March 22—but knowledge of the interest of the two men in the famed hostelry is expected to do much towards inspiring general public interest in the outcome of the deal.

**Port-au-Prince**  
Key in Village

Manager William Dunkerley of the Chamber of Commerce was this week recipient of a key to the city of Port-au-Prince, Haiti, on occasion of its centenary. Accompanying the ornate-decorated key was a letter (written completely in French) with an invitation for the affair commencing February 12. Letter was signed personally by Mayor Andre Louis of the capital city.

**MORE CLOSELY** to the present are the conventions of this spring with one next weekend at which the DAV will have between 400-500 in town; southern California 40-8 convention later on in March at which there are expected "several hundred" by local members; Rotary International convention here in April to draw between 1500-2000 and then the large convention of the California Horsemen's association in October.

Another October convention in Los Angeles also has possibilities, according to Ewing, as the National Electrical Contractors get together for several days of convening to be followed by a side trip of a few more days.

See CONVENTION, Page 6

**Marking Time**  
On Tram Says  
Authority Head

"We're just marking time," said Earl Coffman late yesterday afternoon of progress on the tramway. Coffman, chairman of the Mt. San Jacinto Winter Park authority, last week announced that everyone connected with the gigantic development was eagerly awaiting word from the New York engineering firm, Coverdale and Colpitts, for governmental subsidization of the project.

Expected by sometime this week, the recommendations will be instrumental in decision of the government as to whether or not RFC funds will be used.

**TWO OTHER BRIGHT SPOTS** appear in the Community Chest picture—the City employees division still outstanding on the Admire Gifte list—contributions made last year by persons who have yet to be reached for a 1950 subscription. Chairman Carl Lykken's major gifts workers were sighting difficult days ahead in rounding up the other necessary workers to handle the solicitation.

On the bright side of the ledger, however, is a substantial sum still outstanding on the Admire Gifte list—contributions made last year by persons who have yet to be reached for a 1950 subscription. Chairman Carl Lykken's major gifts workers were sighting difficult days ahead in rounding up the other necessary workers to handle the solicitation.

The Hotel and Apartment division is being canvassed by mail due to the inability to recruit sufficient personnel to handle the appeal direct to the establishments. A committee will be appointed by Arthur Meyer, president of the Association, to pick up the subscriptions after the close of the solicitation on Feb. 13.

**First Call Issued**  
By Melba Bennett  
For Insanities

Melba Bennett, who has successfully handled the Village Insanities, feature of the annual Desert Circus, issued the first call for rehearsals for the 14th Circus Insanities yesterday.

Dancers for the big show are wanted and rehearsals start Wednesday night at Frances Stevens school. Second session will be held Thursday night, both nights starting at 7:30 o'clock.

All who want to try out are urged to be there tomorrow night.

## All That's Holding Up New 18-Hole Golf Course is the Site, Says Mayor Farrell

"About all that is holding up the proposed 18-hole golf course is the site," said Mayor Charles Farrell yesterday.

Subject, brought out into the open by Columnist Vincent X. Flaherty in the Sunday Examiner, discussed the purported impending deal for a regular club on the desert to be headed by Ben Hogan, renowned golfer who visited the Village shortly after the recent Pebble Beach tournament.

The mayor said he had heard of no definite commitments inasmuch as there was still a lack of agreement as to the actual site—one faction is pulling for the north end of town and the other for a spot in the southern section.

It has been announced to The Desert Sun, however, by one civic-minded gentleman that he is willing to donate nearly a full section to the city or to a group of civic-minded leaders who would operate the club as a non-profit organization for the good of the city.

An announcement will be made shortly of an invitational meeting to be held concerning this.

## JAMMED VILLAGE GIVES POLICE BUSIEST WEEKEND

One of the roughest weekends ever put in by the local police department was recorded last week as the Palm Springs Rodeo filled the town for two days of fun and frolic.

Besides the abnormal overload of traffic control the officers were forced to cope with a veritable wave of petty thefts, shoplifting, drunks and two injury accidents.

Fast work on the part of several retail stores and the police department resulted in the arrest of a woman on charges of shoplifting.

**FIRST REPORTED** from Knob Hill Shop was the loss of a suede jacket valued at \$55, said to have occurred some time during the progress of the parade prior to opening of festivities at the Village. This was the result of last weekend's meeting of executives with Dr. James E. Potter in the Village.

**BUT CAUSING** more worry to the police than anything else were the many car cloutings and forced entries into several of the clubs and hotels including the Desert Inn (where \$490 in jewelry was taken from one room), Hatchett's market (\$2000 in cash

See Police, Page 6

**WORLD'S TENNIS TITLE**  
AT STAKE HERE SUNDAY

Pancho Gonzales, national amateur champion and Jackie Kramer, world professional kingpin, meet at the Palm Springs Tennis Club at 2 p.m. next Sunday in a match which will go a long way toward deciding individual supremacy in the tennis world.

Promoter Bobby Riggs, himself two-time National champion and current American professional titleholder, will offer another match as a co-feature. This one pits Frank Parker, the flawless former U.S. champion, against dynamic Francisco (Pancho) Segura, the two-handed forehand expert from South America.

**PANCHO'S SEVERE STYLE** of See TENNIS, Page 3

**The PUBLISHER'S**  
by OLIVER B. JAYNES

**NEWLY ELECTED PRESIDENT** of the Oceanside chamber of commerce, Oliver Morris, is desert-minded as well as beach-minded. He is frequently seen in Palm Springs and Palm Desert during the winter season and is one of the principal backers of the Ocean-to-Desert highway which connects the desert area with the beach at Oceanside. This highway which branches off the Palms-to-Pines road and drops down through Anza will be completed this spring, I understand. It shortens the drive to Oceanside by some 20 miles. Oliver Morris believes that the desert and beach areas connected by this highway can work hand-in-hand for the benefit of both because of their seasonal attractions. I think he has a good idea—and that's not just because I like his given name. Owner of the Miramar cafe at Oceanside and a ranch at San Luis Rey, Oliver likes to come over and enjoy the desert frequently and thinks many others around Oceanside and the beach towns will want to do likewise, especially when the new cut-off road is all finished. The road is not bad right now, by the way—try it the next time you're going down Oceanside way. And my congratulations to the new Prexy of the Oceanside C. of C. It's nice to have a friend of the desert down that way.

**IT WAS A NICE GESTURE** of someone to start a Melba Bennett-for-Congress movement; nice because so many people around Palm Springs think so much of Melba Bennett. But the fact is that we need Mrs. Bennett most right now, anyway. She would likely be the first to agree to the latter, and I am quite sure that petitions circulated in her behalf were without her knowledge. Mrs. Bennett has just recently been trying to stimulate interest among local Republicans in precinct activity and the well-meaning gesture was not very well timed for that reason. Now if someone would just start a Jaynes-for-Congress movement Melba and I could fight it out and John Phillips would be sure to be re-elected!

**LARGEST DEVELOPMENT** of its kind ever planned for Palm Springs is the proposed private club with complete

(Please Turn to Page Six)

Country Club  
Construction  
Starts in June  
Forty-Acre Tract  
On Highway 111  
Is Site Selected

Announcement was made yesterday of a new \$2,000,000 project for Palm Springs—the magnificent Palm Valley Country Club to be built on a 40-acre tract on Highway 111, adjoining Smoke Tree ranch to the east. Construction will begin in June, J. Ward Cohen, its founder and president said.

Scheduled opening of the club is set for December 20, this year.

**PROPERTY TRANSACTION** for Palm Valley club was handled by Charles Mathews of the Harold Hicks office in Palm Springs. Previous owners of the property were J. G. Mynbland and sons, John and James. Attorneys for the club are Lawrence E. Irrell, Arthur Manella and their associate Louis M. Brown. Executive offices of the Club are located at 3239 Wilshire boulevard, Los Angeles. In the

## U.S. Hospital Official Meets Local Board

In the Village yesterday to confer with Kenneth Kirk, president of the Desert Hospital District, and other board members was Dr. T. H. Rose, senior surgeon from the Regional Property Disposal Officers' headquarters in San Francisco.

Representing the Federal Security agency's public health service, Dr. Rose met at an afternoon session yesterday with members of the hospital association so that both boards would be aware of the recommendations of the official.

Invited to attend the conference were, besides Kirk, Florian Boyd, Frank Bennett, Earl Coffman, John Conners, Roy Colegate, Ernest Alschuler and Arthur Bailey.

It was announced by Kirk that the hospital plans are progressing satisfactorily by the two architectural firms, Clark and Frey and Williams, Williams & Williams.

Florian Boyd and Roy Colegate reported on satisfactory cooperation with the district and association by Washington officials on their recent trip to the capital.

## Nab Four More Wet Mexicans

Sighted Thursday afternoon crossing the desert near the vicinity of the Racquet Club were four men who were reported to the police department.

Quick answer to the call by Police Officer Bob Young disclosed that the four were Mexican citizens illegally entered into the U. S. A. call to the station for a jeep by Officer Young finally procured the services of Fireman Chet Goff in the fire department jeep and they brought the four "wets" to the station to await pickup by the Indio Border patrol.

## Photography Class is Begun

New evening class in photography began last Thursday evening in Room 7 at the Frances Stevens school. It is to be a complete course in photography under the leadership of C. Willys, who has had wide experience in this field. All amateur photographers are invited to attend this class, which meets from 7:00 until 10:00 p.m. It is part of the Adult Evening School program of the Palm Springs Unified School district.

## To Los Angeles

To Los Angeles on business bent Thursday and Friday went Mr. and Mrs. Ballard (Jack) Jenkins, he the owner of the Lincoln-Mercury agency in Palm Springs and the Jenkins Motor Co. of Indio.

**2 HOUR BACHELOR SERVICE**  
Shirts beautifully finished.  
The New SELF SERVICE AUTOMATIC LAUNDRY  
Rear of 440 SOUTH INDIAN AVE.  
"Just behind P. S. Cleaners"  
PHONE 7984



SHEIK—Arabian horses and costumed riders, as shown above, will be featured in huge street parade, set for Wednesday morning, Feb. 22, and at six-day horse show in connection with 1950 Riverside County Fair & National Date Festival being staged at Indio Fairgrounds, Feb. 17-22, inclusive. Other entertainment highlights include sensational camel races, colorful exhibits of dates and desert citrus, and exotic Arabian Nights Pageant staged nightly, free to visitors from \$25,000 outdoor Arabian stage, with cast of more than 100 trained singers, actors and dancers.

## "GASLIGHT GAIETIES" IS AGAIN A SMASH HIT

The villain was hissed. Little Nell was saved and virtue again was its own reward as Palm Springs Business Women's club staged a smash hit at World War Memorial hall Saturday night with their 1950 version of "Gaslight Gaeties." Even the papers were recovered amidst an enthusiastic chorus of boos, hisses and cheers as the audience entered into the spirit of things.

To say it was a decided success is an understatement. It was more than that and a packed, jammed house had an evening of fun, sandwiches, laughs, music, beer, pretzels and a general whooping big time.

LOUISE PURNEL was Hilton Hayes, the deep-eyed villain who was thwarted in the end and on both sides, too. Laurel Martin effectively portrayed Little Nell and Ruby Chapin was Jack Logan, the bashful and handsome hero. Grace Weatherford took the part of Granny Perkins with great success. Elizabeth Trezvant was Lolly Wilkins, a typical old maid. Georgia Lish was the gorgeous Vera Carlton of the Big City and Vers Langston was Mr. Carlton, owner of the mill.

And if the play wasn't enough, ROAMING IN AND OUT of the scenes and providing laughs was Ann Andrews as The Tramp. Eileen Biavaschi was the "White Angel" and Ida Keeney the pianist for the show. It was a great show and credit goes to the club and a long line of Villagers who assisted.

From Page One—MORE ABOUT

## THIS SIDE OF THE SUN

tesy and dim them when courting the main thoroughfare. . . Some of the lights are so bad you can't see a thing. . . Not even a diet of carrots could help you.

ACCORDING to Lee Luecke, local realtor associated with the H. H. Foster office, people in Phoenix are saying that Palm Springs is so crowded people are pitching tents. You've heard about people living in telephone booths? Well, it's legal, a telephone booth is a building. The state appellate court so ruled in a local burglary case. The state law defines burglary as something put over within four walls and when a man was arrested here for burglarizing a phone toll box and was convicted, his lawyer appealed the case. Said a phone booth was not a building, not even a room, it didn't have four walls, so his client could not have committed a burglary. The appellate court ruled, however, that a phone booth does have four walls and the conviction was upheld.

HAD MUCH FUN last weekend. If you missed the Gaslight Gaeties make a note right now not to miss the next one. . . World Memorial Hall was jammed with people having a good time at the Business Women's great show. It was remarkably well done, the olio acts were

Get on the bandwagon . . . Big times ahead for Palm Springs.

## Mrs. Gerber to Show Paintings

Gussie Fleishman Group announced that Mrs. Sidney Gerber, who has recently returned from Israel, will show her outstanding collection of Palestinian paintings at her home, 678 Granvia Valmonts, next Wednesday, February 8, at 1 p.m.

Mrs. Gerber will also speak about her visit to Israel with emphasis on the artistic development of the State in the recent years.

Members and guests are urged to attend for an interesting and informative afternoon this meeting of the Gussie Fleishman Group.

• 2 Blks. from Downtown  
• Heated Showers  
• Clean Rest Rooms  
• Oiled Streets—Shade Trees  
SHUFFLEBOARD—BINGO—CARD GAMES  
432 E. Andreas Rd.  
Mr. and Mrs. E. R. Caldwell, Mgrs.

**Desert Trailer VILLAGE**  
Phone 9091  
• 2 Blks. from Downtown  
• Heated Showers  
• Clean Rest Rooms  
• Oiled Streets—Shade Trees  
SHUFFLEBOARD—BINGO—CARD GAMES  
432 E. Andreas Rd.  
Mr. and Mrs. E. R. Caldwell, Mgrs.

## PAVNYS

BUTANE and TRAILER SUPPLY STORE

1001 SOUTH PALM CANYON DRIVE—PALM SPRINGS  
P. O. BOX 65 . . . PHONE 7342

30  
House Trailers to choose from \$395 and up. Easy terms!



Aluminum Umbrellas

KOOL VENT VENTILATED

**The Desert Sun**  
Established 1927  
Vol. XXIII Tuesday, Feb. 7, 1950 No. 49

OLIVER B. JAYNES  
OWNER AND PUBLISHER

Published at Palm Springs, Calif., every Tuesday and Friday

Entered at the Post Office at Palm Springs, California, August 5, 1927 under the act of Congress of March 3, 1879. 10c per copy 25c per year

National Advertising Representative KEITH H. EVANS  
818 So. Figueroa St., Los Angeles 14  
Vandyke 0549

Member California Newspaper Publishers Association  
National Editorial Association

Address all correspondence to THE DESERT SUN, P. O. BOX 190  
PALM SPRINGS, CALIFORNIA  
PHONE 2249

## January Building Slightly Off From Total Last Year

Building permits for the first month of the new year approximated the total for the corresponding month in 1949, it was announced at the city building office last week.

For January, 1950, the total was \$118,125 and for January, 1949, the total was \$121,670.

Last month five new homes, valued at \$49,600 were begun and alterations and additions to homes totaled \$32,525.

Largest permit of the month was to the City of Palm Springs for construction of an administration and office building at the Polo Grounds at a cost of \$6,000.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition \$2850; William Morris, Smoke Tree, J. H. Loberger, addition \$2600; Palo Verde Lodge, 1080 North Palm Canyon, remodel \$1200; C. P. Perry, 1611 Tachevah, RBH Const. company, dwelling, \$15,600; Joe Sancera, 1375 Camino Primrose, dwelling, \$12,500.

In the past week, permits J. C. Clure, 1222 Mesquite, H. H. Foster, addition

## INDIANS LOSE BID FOR RCL BASKETBALL TITLE

Palm Springs high's Indians slipped back into a three-way tie for second place in Riverside County League basketball circles when their bid for championship honors fell short Friday night.

Beaumont tripped the Indians 31-24 in a tight defensive game which provided few spectacular plays for the capacity crowd which saw the game at the new high school gymnasium here.

The victory practically cinched the third straight RCL basketball title for Beaumont. The two teams had been tied for the leadership at the start of the game.

THE GAME was a defensive

### Desert Bakery

446 S. INDIAN NEAR RAMON

Complete line of Fresh Bakery Goods

Jewish Bread & Rolls Made Daily

Birthday and Wedding Cakes

To Take Out Bulk Challenge Famous

Ice Cream Vanilla-Chocolate Peach-Strawberry

PHONE 7982

### U-DRIVE CARS FOR RENT

New FORD CHEVROLET PLYMOUTH

\$5.00 Per 24 Hr. \$25.00 Per Week Plus 8¢ Per Mile 24 Hour Service

Includes Gas, Oil, Insurance

TANNER-GRAY LINE El Mirador Garage Phone 4444

Motor THE GRAY LINE Tours

one throughout and the battle for points between leading RCL players failed to materialize.

Beaumont was ahead 15-7 at half time and the Indians made their strongest bid for the title in the early part of the fourth period when they drew up to within one point of the defending champions, 23 to 24.

But Beaumont pulled away in the few remaining minutes to go on to win, 31-24.

EDDIE WEISS was high man for the game with 11 points, the only player to get beyond the single digit stage. Charley Black, another loop leader, was able to get but two.

Palm Springs Bs lost to Beaumont Bs in the opener, 39-25.

The line-ups:

**BEAUMONT 31** Palm Springs 24

(9) Womack F Summers (0)

(5) Hanes F C Black (2)

(0) Jenkins C Weiss (11)

(3) Poole G Hines (4)

(4) Baillie G J. Black (5)

Scoring subs: Beaumont—Espinosa (10), Palm Springs—Clark (2), Halftime score—Beaumont 15, Palm Springs 7.

**BEAUMONT 39** Palm Springs 25

(8) Beck F Lucas (10)

(11) Stutivant F Reyes (4)

(6) Falcon C Sanders (5)

(7) Stonewater G Prieto (1)

(5) Stafford G Spencer (2)

Scoring subs: Beaumont—Robinette (2) Palm Springs—Strange (1), Mendoza (21), Halftime score—Beaumont 20, Palm Springs 14.

**RIVERSIDE COUNTY LEAGUE**

Beaumont 5 P W L Pct

Palm Springs 5 4 1 800

San Jacinto 5 3 2 600

Coachella 5 3 2 600

Perris 5 2 3 400

Hemet 5 2 3 400

Elsinore 5 2 3 400

Banning 5 1 4 200

**RESULTS LAST WEEK**

Beaumont 31, Palm Springs 24

Coachella 48, Banning 21

San Jacinto 42, Perris 39

Elsinore 34, Hemet 33.

**TENNIS**



## Sportsmen Hear Report on Drive For Conservation

Palm Springs Sportsmen, Inc. held its regular monthly meeting last week with President Carl Keene reporting on recent conversion developments in Riverside county as well as on one statewide project which is being watched by the local club as a test case, this one being the test stream for trout plantings at Rush creek, 60 miles north of Bishop, established for data on scientific planting and statistical catching in 1947.

A large group of members present viewed films and engaged in regular business functions of the club and all were enthusiastic in their support of the southern council of the state group which is working for conservation legislation for the benefit of projects in Riverside county.

### Tenpin Topics

By LEONA ROTH

HERE SUNDAY—Jack Kramer, who will meet Pancho Gonzales here Sunday in a match which will go far toward deciding the world's pro singles championship.

From Page One—MORE ABOUT

### TENNIS

play has added a new spirit to the play-for-loot game. The public goes for this dashing, swarthy lad with the flashing teeth and the what-the-devil manner. Just as he took up the slack when Kramer departed from amateur tennis, so has Gonzales filled a gap in the professional field.

The Parker-Segura meeting provides an eye-full too. Parker is the strategist of the court, the man with the finest backhand in tennis, the man who was ranked among the first ten for 16 straight years. Against him is fiery Francisco, who wields a two-handed forehand and whose bandy legs carry him around the court at high speed.

**Someone Missed Getting Ticket**

Marian Grannis, in charge of this year's special automobile award of Desert Circus, a 1950 Cadillac, announced yesterday that someone with ticket number 300 ran off with the wrong stub and unless this is exchanged no credit may be made toward the final award. Mrs. Grannis may be contacted daily in front of the Palm Springs Drug and Import company with the car in attendance.

Blythe was ahead 15-9 at half time and held a 39-35 lead going into the final period. But the Indians came back.

Eddie Weiss looped in 12 points in the final few moments to win for the local squad. He scored 17 points and Guard Johnny Black also hit 17. Charley Black did not start and scored but one point when he did get in.

Flash—Camera—Strike! Montie Mead held nothing but strikes in her left hand ball Saturday night as she performed for ace photographer Earl O'Day on the Palm Springs Bowling lanes. Watching as an interested spectator Earle soon found himself down the alleys on his knees shooting Montie's approach and action of the pins as she banged out strike after strike for his benefit. Jeezers, he even took my picture, too, and gutter balls.

High total pin series for the Friday night House league was 2595 for the Split Chasers and high team game of 939 was also racked up by the Split Chasers. 3 G's and 2 B's (3 girls and 2 boys) are still top bowlers on the Totem Pole holding 10 wins and 2 losses, with Split Chasers closing in for the kill with 9 games won and 3 lost. Some fancy pin blasting was chalked up for Split Chasers when Skip Roth rolled a hot series of 160, 163 and 210, and Fred Hathaway led a scoring sputre of 167, 198, and 180.

Loretta Brown stole the spotlight with her superb game of 152 in the Junior Bowling League last Saturday and Buddy Sales did it up brown when he smashed out a mighty 186 game for the boys' team. Some mighty fancy bowling students in their first year of bowling. Other high games were banged out by Glennis Blackhart of 142 and 136 and 138 games by Sandra Walsh. They are getting in form now for that tournament in Yuma, Ariz.

**Village Visitor**

Dr. Virgil Larson of Eugene, Oregon, was a Village visitor last week, returning to his home Saturday.

Her subject will be: "The Folks of World Government."

**LUNCHEON, COURT, BACK ON CIRCUS PROGRAM**

Once nearly dropped from the Desert Circus schedule because of conflict with two other events, the traditional opening luncheon and Kangaroo Court at the Desert Inn was firmly established on the Circus events calendar yesterday for Thursday, March 23, it was announced today by General Chairman Kenneth Kirk.

The luncheon will be staged on the terrace at the Desert Inn with noted stage, screen and radio stars on the entertainment roll, under initial plans made today by George Roberson and

IN PAST YEARS the Desert Inn luncheon has been held on Wednesday, the opening day of the Circus schedule. This year the Circus found the principal baseball game of the season set for that afternoon. Too, the Circus Charity Ball, set for the preceding night at the Inn, made it possible for the Inn to hold two major events so close together. The move to Thursday has solved the dilemma and retained the popular luncheon feasts which had become a traditional highlight of Circus week.

The Western Barbecue and Fashion Show, originally set for Thursday afternoon at the Tennis Club, will be moved to Friday noon at the same location. This plan also has met with general approval of the Circus planners as this fills up the gap on Friday which has only the annual Kiddies Pet Show slated for the afternoon. Trav Rogers is chairman of this Barbecue and Fashion Show and has made elaborate plans for an event eclipsing all predecessors in color, attendance and entertainment talent.

MEANWHILE, Chairman Kirk will hold important meetings this week with events chairman to establish the admission prices for the 10 events of Circus Week. Efforts are being made by all chairmen to shave previous prices wherever possible and still realize some surplus to be distributed to worthwhile community projects. A survey recently showed that the Circus has provided \$35,000 to local charities and civic causes in four years.

**JUST GOOD THINGS TO EAT & DRINK**

SOFT DRINKS & BEER

HOME MADE CHILI

YOU'LL LIKE MRS. EDDY'S HOME COOKED MEALS

**Television Nightly**

**EDDY'S CAFE**

CENTER OF CATHEDRAL CITY

**SOFT DRINKS & BEER**

HOME MADE CHILI

YOU'LL LIKE MRS. EDDY'S HOME COOKED MEALS

**TOMORROW NITE**

WEDNESDAY, FEB. 8—8 P.M.

Ladies and Gents Invited.

Admission \$1.00

JOIN THE GOLD RUSH AT THE

American Legion Club

PALM SPRINGS

It's Here!  
NEW 1950 PONTIAC

5 Passenger 2 Door Sedan  
Only \$1963.00  
PLUS LICENSE AND SALES TAX  
DELIVERED HERE

see it today at...

FORBES-LIGON PONTIAC  
255 E. RAMSEY  
BANNING, CALIFORNIA



TALKING OVER THE SHOW—John Ireland, Bert Kopperl and Joanne Dru talk over the art show to be held February 10 at the Racquet Club when photographers Kopperl and Ward Thompson will exhibit their collection of canvas-graphs. The new technique combines both photography and painting and was perfected by the two wheelchair vets who were stricken by polio during the war service. In the show are canvas-graph portraits of prominent local socialites as well as Hollywood celebrities. It is the first showing of the new technique.

—Bernard of Hollywood Photo

Police Planning "Terrific Show"

## Rodeo Programs Aid Scout Funds

Members of Troop 39, Boy Scouts of America, during the past weekend amplified the troop treasury in sale of the special rodeo programs at the rodeo. Of the 13 boys participating, the Porcupine patrol was tops in sales with Rex Knapp winning individual honors.

The famous Les Brown orchestra is set to provide the musical talent for the top entertainers of the country which includes Bob Hope, Frank Sinatra, Al Jolson, Jack Benny and Eddie Cantor.

Many other acts will also be on hand for the evening of gaiety, the sergeant announces. This will mark the first of what is planned for an annual affair of this type sponsored by the local policemen.

**Mrs. Whitehorn Speaks at Beach**

Mrs. James Whitehorn left yesterday for Long Beach where she will address combined beach area chapters of Daughters of American Revolution at the Lafayette hotel this afternoon.

Her subject will be: "The Folks of World Government."

**VILLAGE MARKET**

**Farm-Fresh FRUITS & VEGETABLES**

SOLID CRISP ARIZONA Lettuce . . . 2 lg. heads 25c

U. S. IDAHO RUSSET POTATOES . . . 10 lbs. 49c

WE WILL TAKE ORDERS FOR DECORATED FRUIT BASKETS!

Assorted Extra Fancy Fruit . \$2.50 to \$7.50

Now on Display!

**ALL KINDS of FISH and MEAT**

**FILLET OF BEEF . Ib. \$1.49**

These are fillets from top quality beef! Put away a supply in your deep freeze, use them as steaks or barbecue or roast.

**Sirloin Steaks . . . Ib. 79c**

BIRDSEYE—IN 1 LB. PACKAGES

**Ocean Perch Fillets . Ib. 39c**

1st QUALITY QUARTERS

**Challenge Butter . . . Ib. 70c**

**Fresh Ranch Eggs . . .**

LARGE—Grade A . . . 49c

MEDIUM—Grade A . . . 45c

SMALL—Grade A . . . 39c

**COTTAGE**

**American Sardines . 2 for 19c**

NOW OPEN SUNDAYS  
9 A. M. TO 6 P. M.

WEEK DAYS  
8:30 A. M. to 6:30 P. M.

Delivery Service Charge 25c.

**VILLAGE MARKET**

12 for . . . . . 98c

<

# The Desert Sun

Palm Springs, California, Tuesday, February 7, 1950

## Don't Sell Palm Springs Short!

"Don't sell Palm Springs short in the future book!"

Vincent X. Flaherty, writing in the Los Angeles Examiner last Friday sounded that advice in a column devoted to the possibilities of Palm Springs as the southland's greatest recreation center.

"Palm Springs has everything except an ocean," said Flaherty. "But we won't go into that. It involves an engineering feat that is over my head."

Flaherty was commenting on Ben Hogan's plan to build an 18-hole championship golf course here.

Flaherty said, in part:

"Palm Springs has been needing a first class country club for some time. It has a small course now at the foot of Mt. San Jacinto. But it is not a tournament course. Palm Springs has been missing quite a bit for some time by overlooking the nationwide publicity it can reap from a big annual tournament . . . and with Hogan behind it, it is a moral cinch that Palm Springs will have one of the top tournaments of the country."

"Charlie Farrell, the world's handsomest mayor, has been doing quite a little along this line. He got together with the city council and made possible the building of the present new baseball park—soon to be dedicated and christened with the cracking of a pop bottle over an umpire's head."

"It didn't take Charlie long to get a tenant. The Seattle Rainiers will be training there in a few weeks, and Frank 'Lefty' O'Doul's San Francisco Seals will be training near by."

"Farrell's aim is to interest major league baseball clubs in the benefits of the desert kentry for training purposes and it is possible that Del Webb will be moving his New York Yankees to Palm Springs . . . and that Leo Durocher will be prevailing upon Horace Stoneham to move the New York Giants over there. Fact is—it would be a bright idea for a man to buy a piece of Palm Springs in the future book."

"Vincent A. Marco, the well-known barrister, is planning great things for his lavish tennis club, and with Farrell and Marco working together, Palm Springs can become something of a winter sports capital."

"Marco is interested in bringing big time tennis to Palm Springs. Only thing Palm Springs ain't got that Palm Beach has is an ocean—but I shan't go into that. It entails a

slight engineering feat which is somewhat over my head."

"On second thought, maybe Marco can do something about it. He has performed even greater miracles in court."

"The addition of a first class country club to Palm Springs is going to be a terrific boost for the community."

"Moreover, with men like Moncrief and Pollard behind Hogan, Palm Springs can't help but get the best. Hogan is going to design the course himself—snatching a page, perhaps, from Bobby Jones, who designed the Augusta National some years ago, where they play the annual Master's Tournament."

"Farrell is following straight through in his campaign to bring more and more baseball clubs to the desert for spring training and he won't rest until he has a representative number of major league clubs mingled with the minors."

Florida long ago recognized the value of encouraging major league teams to such towns as Orlando, Sarasota, Winter Haven, Tampa, Lakeland, St. Petersburg, and so on. The presence of major league teams always means an increase of tourist trade.

"Every major league team has its camp followers composed of tired or retired business men who'd like to consider themselves part and parcel of their favorite team—guys who like to strike up an elbow-rubbing acquaintance with their favorite stars."

"These babies are free-spending sports who like to doff up in summer haberdashery and get themselves properly cooked in the noonday sun. Take Sarasota, for instance. Visit the Sarasota Terrace or any number of other Sarasota hotels and you'll find that the overwhelming majority of the paying guests are from Boston. And why? Because the Boston Red Sox train in Sarasota each year. Florida gets approximately 300 sports writers every year, representing newspapers over the nation. Most of the major league teams train in Florida. But most people lose sight of the fact that most of the American Association, International League and Southern League teams train there, too."

"It will be well for Palm Springs to follow the Florida pattern. There isn't anything that Florida has that Palm Springs can't offer—except an ocean. But you can't field a hot grounder on a wave, can you?"

"This country club project of Ben Hogan's will do a lot for Palm Springs."

SEND IN YOUR LETTERS  
TO THE DESERT SUN

## Villagers' Views

### Wants More Gaieties

I should like to express one person's opinion of the Gaslight Gaieties, put on last night by the local Business and Professional Women's Club at the American Legion auditorium.

Although I have been in Palm Springs only a short time I have already decided to make it my permanent home, and the entertainment afforded those who attended the Gaieties is one of the many things that has made me decide to remain here.

I have seen both professional and amateur shows in many cities, but I frankly do not recall ever leaving a show feeling I had received so much fun and entertainment, at any price, as

I did last night. The entire performance was superb for the type of show it purported to be, but although all the women who participated were excellent, I think those who did the cockeyed hoola dance, The Bird in the Gilded Cage, and especially the ever-present clown with the baggy pants, were worth the time and price alone.

I sincerely hope I shall have the privilege and pleasure of seeing more such entertainment in the future.

Sincerely,

MERRILL P. HART

### Disagrees With Review

I read your review of Night Must Fall which showed last

### Didn't Like It Either

Though we all appreciate frank and honest reviews of movies, books, plays, etc., I feel that The Desert Sun did an injustice to Michael Farrell in its review of the local Tenthouse production Night Must Fall.

Having seen the movie of the same name I would say Michael Farrell rivaled Robert Montgomery in playing the role of Danny, the psycho killer. Farrell's acting was extraordinary and should have received nothing but PRAISE.

Thanks for the swell newspaper. Here's hoping that we can continue to have honest reviews, but don't hesitate to give credit where credit is due.

A Critic of Your Critic.

### Too Good to File

A friend of mine sent me this:

Father, must I go out to work? No! No! my lucky son, We're having now on Easy Street. On dough from Washington.

We've left it up to Uncle Sam, So don't get exercised, We do not have to care a damn, We've all been subsidized.

But if Sam treats us all so well, And feeds us milk and honey, Please, daddy, tell me what the hell.

He's going to use for money. Don't worry, bub, there's not a hitch.

In this here noble plan, He simply soaks the filthy rich.

And helps the common man.

But father, won't there come a time When they run out of cash, And we have left them not a dime,

When things will go to smash?

My faith in you is shrinking, son.

You nosy little brat, You do too darn much reasoning.

To be a Democrat.

I thought it too good to file.

MELBA BENNETT

### Appreciate Aid

On behalf of the members of the Palm Springs Woman's Club we wish to thank you for your generous contribution to the success of the Fashion Story of 1950, so ably portrayed by the models of Bullock's, Desmond's and Robinson's.

MRS. T. HOLLAND

## California Cavalcade by CARL KUHN



## Politically Speaking

By ETHEL GILLETT WHITEHORN

### AMERICA'S BOY SCOUTS

The leaders of the Boy Scouts here, in Palm Springs—are urgently requesting parents to show a more active interest in the fine programs planned by their sons. In a letter addressed to the Sun, the leaders pointed out that only seven of 45 parents attended a recent Boy Scouts meeting which honored their mothers and dads.

On January 16, James A. Farley addressed the Boy Scouts in New York City. He said in part:

"We owe the Scouts the best preparation within our power to give, for the burdens which we are going to lay upon their shoulders. In a few years they are going to take over where we have left off, and upon their integrity and clear thinking and hard work will depend the future of our entire country."

"WHEN WE COMPARE our democracy to the forces that beset us, forces that stand for the suppression of religion, of free speech, free press, the dignity of the individual, for the perversion of youth by propaganda, we realize how necessary are such movements as the Boy Scouts, devoted to the development of character, integrity, reverence, and the American principle of fair play." So spoke James A. Farley.

Parents can do no less than send their best today, and as long as life lasts, to their sons and daughters who are defending American principles.

"Unfortunately, a good many people today overlook this fact and believe that if a man is smart enough he can find ways

to develop when two women meet?"

### DESERT Museum NEWS

Tonight at 8 o'clock — Films: "The Gift of Ts'ai Lin—Paper," "Sightseeing at Home," "Principles of Electricity," "Borax—from Desert to Farm," and "Unseen Worlds." Open to the public without charge.

Tomorrow, 8 p.m.—Town Hall of Cathedral City. Lloyd Mason Smith with a program of colored slides on "The Petrified Forest of Arizona." Open to the public without charge.

Thursday, 8 p.m.—Town Hall of Desert Hot Springs. Lloyd Mason Smith with a program of colored slides on "Climbing Mt. Whitney—Highest Peak in the United States." Public invited; no charge.

Friday, 8 p.m.—Anthropology series. Subject: "Peoples of North Africa." Films: "N'Giri," "Glory of the Pharaohs," "People Who Live By the Sea," and "African Tribes." Program open to the public without charge.

Meanwhile, Roy Rogers plans to cut down on the number of his personal appearances in order to spend more time with his lovely wife, Dale Evans, and their three children . . . Dennis Day will be on television very shortly.

PLATTER CHATTER

CAPITOL: Maggie Whiting has left Jimmie Wakely to pair voices with Bob Hope in a new release called "Ain't We Got Fun?" with "Lucky Us" on the flip . . . Cute for those light moments . . . Jo Stafford also tends toward the light with her latest, "Happy Times" and "Scarlet Ribbons" . . . Peggy Lee does a nice job with a new number that will cause much comment, "A Man Wrote a Song."

But if Sam treats us all so well, And feeds us milk and honey, Please, daddy, tell me what the hell.

He's going to use for money.

Don't worry, bub, there's not a hitch.

In this here noble plan, He simply soaks the filthy rich.

And helps the common man.

But father, won't there come a time

When they run out of cash, And we have left them not a dime,

When things will go to smash?

My faith in you is shrinking, son.

You nosy little brat, You do too darn much reasoning.

To be a Democrat.

I thought it too good to file.

MELBA BENNETT

### MENUS

MENUS — ST HED — Menus to be served in cafeterias of schools of the Palm Springs Unified district, are submitted below to aid mothers in planning home meals:

TUESDAY: Escaloped Potatoes with Meat, Creole String Beans, Wholeheat Sandwiches with Butter, Chocolate Pudding, Milk.

WEDNESDAY: Potato Burgers on Buns, Escaloped Tomatoes, Carrot, Apple and Raisin Salad, Milk.

THURSDAY: Baked Ham, Cranberry Sauce, Casserole of Sweet Potatoes, Wholeheat Sandwiches with Butter, Celery Sticks, Milk.

FRIDAY: Salmon Salad with Celery, Wholeheat Sandwiches with Butter, Potatoe Soup with Cheese, Apple, Milk.

## Memory Lane

(From the Files of The Desert Sun of February 7, 1950)

JackCase, well known rodeo man, staged with success the second annual Rodeo last Sunday. It is estimated 5,000 people were in town for the event which did not lack thrills from the first event to the finish.

George Bancroft, famous character actor of the screen, was in town this week with plans for his home which will be built in Tahquitz Desert Estates.

The Southern California Gas Company has completed laying an 8-inch main from Banning to Palm Springs, a distance of 25 miles.

Harry Barcus Waggoner, famous artist, and his wife gave a dinner party in their studio in El Mirador hotel.

Progress is the watchword of the Desert Associates and progress is certainly being made with this new movement organized by all of the business interests of Palm Springs. An office has been established in El Paseo building.

Voters should register before February 24 for the water district election set for March 24.

Formal dedication of Our Lady of Solitude, Catholic church, has been set for February 16.

Endorsement of the proposed Dead Indian Canyon road for the mountains to the desert highway, was made by Chamber of Commerce members this

Ivan Messenger announced the opening of a new outdoor sketching class.

Miss Mary D. McGlashan, local teacher, has been appointed to operate a branch of the county library here.

Miss Nellie Nabb of Hololulu and Mr. and Mrs. Homer McQuillin of Long Beach, were houseguests of Mrs. Chaney and Miss McQuillin this week.

Next Saturday an old-fashioned barn dance will be held in the school auditorium under direction of Earle Strebe.

Under direction of Minister Wallace McAfee and Trustees Henry Wick, C. G. Lykken, C. S. Henderson, Mrs. Philip L. Boyd, J. F. Russell, Mrs. Chas. Doane and Leroy Carver, the Community church drive for funds will start February 9. Mrs. Nellie Coffman of the Desert Inn has graciously extended an invitation for luncheon today to the board and solicitors.

## LAFF OF THE WEEK



"I'm Sure I Love You Geraldine — But I'd Prefer To Reserve A Definite Opinion Until Summer When I Could See More Of You."



ROBERT RANSOM, Realtor  
142 S. Palm Canyon  
5478 Wilshire Blvd. LOS ANGELES WEBster 6356

## A Fulton Exclusive!

Built on lot double the usual size, completely fenced, this 3 bedroom, 3 bath home just reduced in price. Fine design, steel casement windows, tile roof, hardwood floors, furnace heat. This home has solidarity! Two blocks from Palm Canyon Drive on mountain side, 1/2 block from golf course. Fine rental.

Priced at only  
**\$27,500**  
Completely furnished.

SEE

## MURIEL E. FULTON

REALTOR

## SMALL RESIDENCE USES ALL AVAILABLE SPACE

A small, compact, one-bedroom house using to the fullest extent all available space is shown as the current Home of the Week. Although the total floor space of the house shown is only 500 square feet it includes a den, ample closet space, a spacious living and dining area and a well-arranged kitchen.

The house is planned not only for full utilization of space, but for economy of construction.

It is built along contemporary lines and with a regular square floor plan to minimize the costs of laying the foundation and the construction that follows. Economy of construction is also obtained through the side-by-side placement of the bathroom and the kitchen, thereby cutting down the expense of complicated plumbing installations.

The exterior front of the house shown features two separate entrances, one into the living room and the other into the kitchen. They are separated by a wide expanse of window, which tends to make even more spacious the interior of the home.

The living room and the dining room are incorporated into one room, the whole of which may

### Tax Association To Meet Feb. 21

Riverside county supervisors William E. Jones, Ed Hill, William C. Slape, Collis Mayflower and Floyd E. Gilmore, along with other public officials and interested taxpayers of the county were invited today to attend the 24th annual meeting of California Taxpayers' association, to be held in Los Angeles, Tuesday morning, February 21, at the Biltmore hotel, 10 to 12 o'clock.

Broad-scale citizens and taxpayer problems are to be discussed by outstanding authorities. Subjects will include welfare and relief, state government reorganization, and the national situation with the country's second \$5 billion peacetime deficit in prospect.

### NEW DESERT HOME

only 10 minutes from center of

PALM SPRINGS

\$3700 FULL PRICE INCLUDING LOT

studio living room, kitchen, bath and patio. Beautifully painted inside and out. Sturdily constructed of insulating panels and wood.

Go out Palm Canyon Dr. to Ramon Road, turn east and straight out Ramon Road, cross Highway 99 and continue on Ramon Road for 1/2 mile to SHANGRI-LA PALMS

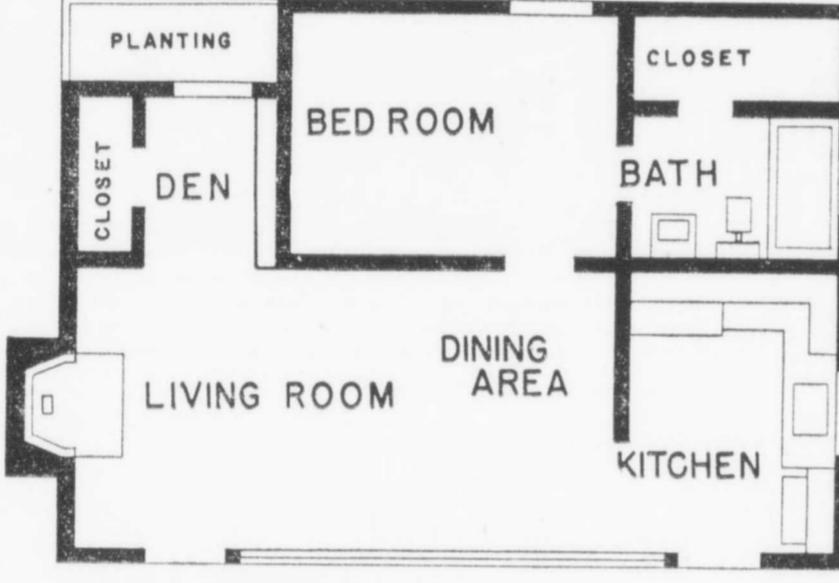
6012 Hollywood Blvd. HU-2-7176

LARGE (M) INDUSTRIAL LOTS SUITABLE FOR ANY TYPE BUSINESS 100'x100' Lots \$3950 Full Price

All improvements in and paid, 6 blocks from Bullock's.

850 South Palm Canyon Dr. Palm Springs. Phone 2855 Los Angeles—Bradshaw 24120

# Home of the Week



FLOOR PLAN

ENGINEERED & COPYRIGHTED  
A. T. CASSIERE, G.E.

Complete set of Plans of this house available for \$1.00 by writing Building Editor, care of The Desert Sun, P. O. Box 190, Palm Springs.

(Allow a minimum of 10 days for delivery)

PLAN NO. 23

This compact home using all available space may be constructed for approximately \$4000

### Annual Meeting Of Escrow Ass'n. To be Held Here

The Riverside County Escrow association will hold its February meeting in the Blue Room of the Chi Chi, February 16, it was announced yesterday.

Speakers at the meeting will be Frank Burchfield, county assessor; Miss V. M. Hyde, county tax collector; and Jack A. Ross, county recorder.

According to Miss Irene C. Johnson, escrow officer at the Bank of America, the association cordially invites the real estate people in the local area to attend the meeting, because of the general interest it feels the topics will bear. The meeting will be at 7:10 p.m., and the price is \$3.25 for a steak dinner.

All who plan to attend are requested to notify either Irene C. Johnson, or the escrow department of the Bank of America.

Whereas:

Whereas:

Whereas:

Now, therefore, as Mayor of

The City of Palm Springs, I hereby proclaim Tuesday, February 7, 1950 as Children's Dental Health Day in Palm Springs.

In witness whereof I have hereunto set my hand and have Palm Springs be affixed this day of

CHARLES D. FARRELL

(Mayor)

county by the membership of

the local society will help to

acquaint the public with the

value of pursuing a day-to-day

dental health program, other

activities will present the latest

scientific advances in the field

of dentistry for children.

3000 sq. feet of ultra modern desert living. 4 bedrooms, 3 baths on a beautiful Las Palmas view lot.

\$19,500.00

### HAROLD HICKS REAL ESTATE

813 N. Palm Canyon

Phone 2736

Complete Sewer Service Septic Tanks

## 125,000 NEW HOMES FOR SOUTHLAND SEEN

Prediction that 125,000 new dwelling units would be built in the 16 southern counties of California during 1950, and that the majority of new homes built would aim at satisfying the market for homes in the \$6900 to \$8500 bracket, was voiced this week by Marshall Tilden, president of the Building Contractors Association of California.

The statement was made following a survey of the association's 2000 builder members in order to determine the extent of construction this year. According to Tilden, the expected 125,000 figure will exceed the 1948

### Custom Cabinets and Fixtures

QUALITY AT SENSIBLE PRICES

HARRY L. WATTS  
CATHEDRAL CITY  
Box 261

Phone 8-4514

ARTHUR W. SHAW  
BUILDER

- New Homes
- Remodeling
- Additions
- Free Estimates

25 Years Experience — Licenses  
Insurance — Local References  
P. O. BOX 116  
PHONE P. S. 2769

### Wedgewood Ranges

Complet line of new models available

PALM SPRINGS PLUMBING COMPANY  
220 N. INDIAN  
PHONE 6704

DUPONT PAINTS

PALM SPRINGS PAINT Co.  
386 So. Indian  
Phone 3591

### SAFEWAY Cesspool Co.

CESSPOOLS \$70 up

Complete Sewer Service Septic Tanks  
All Work Guaranteed  
Free Estimates

GLEN WESTCOTT

Phone 7766

"It always costs more NOT to paint"

GEORGE KELLOGG  
Painting & Decorating

"WORKMANSHIP OF THE HIGHEST QUALITY"

In the Village Since 1937

Phone 7131

NO CHARGE FOR ESTIMATES

### Palm Springs Builders' Supply Co.

490 E. Sunny Dunes Road

Phone 2107

Builders' Hardware

- Schlage

- Colonial

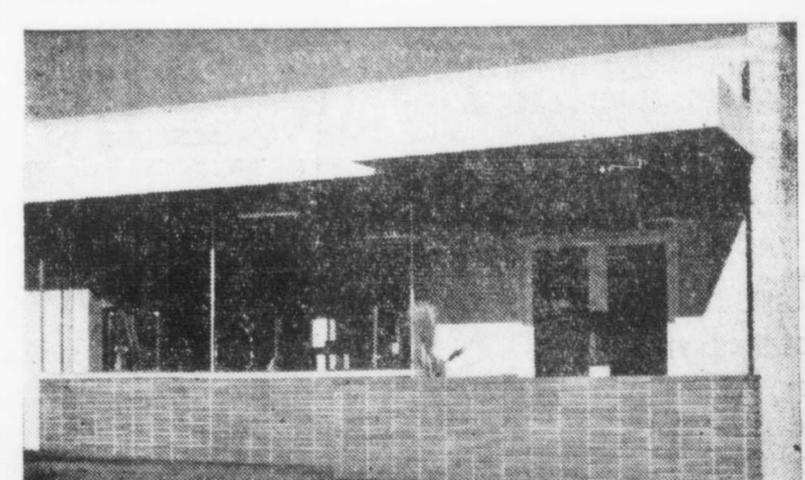
- or McKinney

- Stanley

- Hallmark

- The Best—

- We have it



### UNITED TITLE GUARANTY COMPANY

A RIVERSIDE COUNTY ORGANIZATION  
Incorporated in 1928

#### Speediest and Most Efficient Bonded Escrow and Title Service Available

173 ANDREAS ROAD

PHONE 2823

HOURS: 9 to 12 — 1 to 5

Saturday Afternoon and Sundays by Appointment or by Phoning 5324

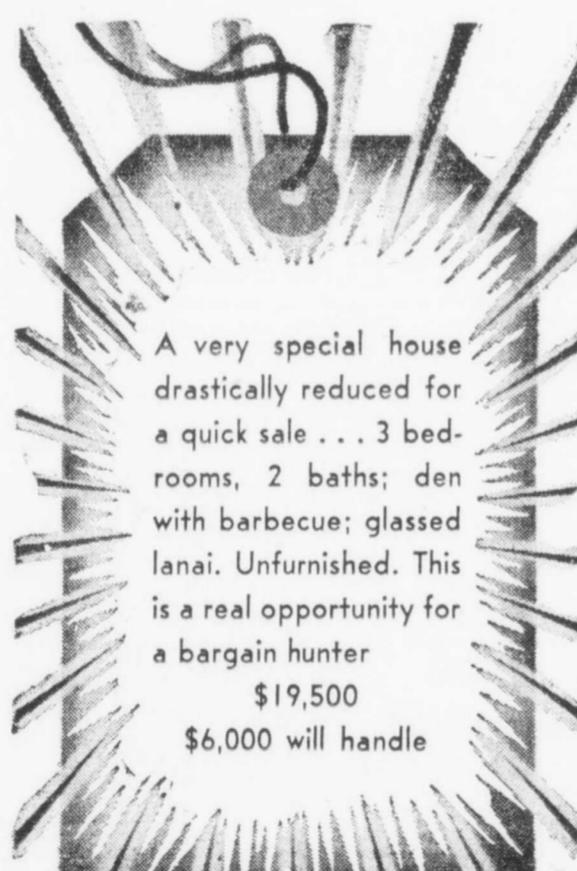
D. M. (MARK) MORGAN, Manager and Escrow Officer

### THE PRICE TAGS ON THESE TWO HOMES

will insure their sale; telephone now for an appointment before they are sold



Unfurnished new modern house with 2 bedrooms & bath in good view location. . . Well built; air conditioned; tile kitchen & bath. Real value in this one  
\$10,500  
Terms



A very special house drastically reduced for a quick sale . . . 3 bedrooms, 2 baths; den with barbecue; glassed lanai. Unfurnished. This is a real opportunity for a bargain hunter  
\$19,500  
\$6,000 will handle

Robert Ransom Realtor

The oldest established Real Estate firm in Palm Springs

WALTER McMANUS

THE PLAZA—PHONE 2794

WILLIAM BOGESS

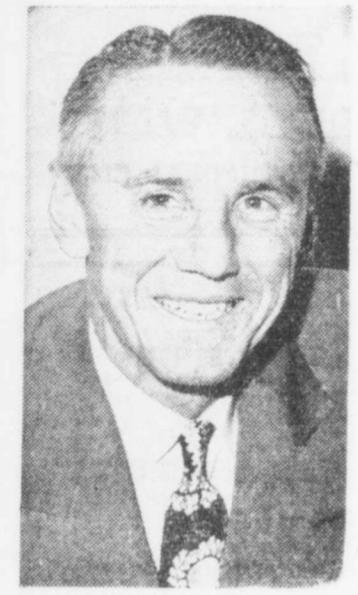
PLUMBING  
OF ALL KINDS  
• Water Heaters  
• Room Heaters  
STRINGER  
PLUMBING  
410 N. INDIAN AVE.  
Phone 2-6272  
CLASSIFIED ADS—PHONE 2249

## Valentine Blatz Named Chairman of ARC Campaign

Fund chairman for the local Red Cross drive for 1950 will be Val Blatz it was announced yesterday by County Chairman Paul Gieser of Riverside.

The Villager has been active in Red Cross work for several years locally and is said by Chairman Warren Slaughter of the local chapter to be one of the best in producing and turning in hard work for the program.

The annual drive for funds will commence "sometime after the first of March," according to Blatz and will be of about one week's duration. He an-



PAUL GIESER  
County R. C. Chairman.

nounced his organizational setup is rapidly rounding into shape and will be ready for the local work when word is received for the county-wide campaign.

No quota for the county chapter or individual branches has as yet been determined but it is expected to be near last year's quota of \$70,000 (for the entire county) which was quickly oversubscribed.

Headquarters will be set up and announced at a later date by the fund chairman and volunteers will operate the offices.

## From Page One—MORE ABOUT Conventions

With 2000 expected at the Los Angeles gathering, he said 400-500 were expected to include the Village in their itinerary.

Other organizations are urged by Ewing and Chamber Manager William Dunkerley to contact them for assistance wherever there is a possibility of their national group to convene here. Special sales kits and literature are available at the chamber offices, they said.

## THE MIDDLE



By Bob Karp

### Ronnie Grice Takes to Water

"That water holds battleships, sit can hold you," said swimming instructor Jack Best to eight-year-old Ronnie Grice, whose mother averred he was too timid to EVER learn to swim. At the pool at the Park Lane, the boy who was too timid to learn, swam the length of the pool before his first lesson was over under the tutelage of instructor Best.

"It surprised me, too," said Mr. Best. "He just took off after he got the hang of it and swam as well as most pupils do after ten lessons. Before the end of his first lesson, he was diving off the board. Everybody around the pool applauded the kid."

### Ona Brown Hosts Houseguests

Houseguests of Mrs. Ona Brown are Dr. and Mrs. Guy Townsend, formerly of Mayo Clinic and now on the staff of Queen of the Angels Hospital in Los Angeles.

Friday night saw the party dining at Saddle and Sirloin for Mrs. Brown's first night out since her return from Europe a month ago.

## HEADQUARTERS FOR DEPENDABLE USED CARS

See the All-New  
1950 Mercury  
Now on display  
in our showroom.

"BETTER THAN EVER"

Palm Springs

MERCURY

ALL MAKES  
ALL MODELS  
'40 - '41 - '46  
'47 - '48 - '49  
SLASHED TO WHOLESALE!

Company  
See the 1950 LINCOLN  
and  
LINCOLN COSMOPOLITAN  
Now on display  
in our showroom  
"NOTHING COULD  
BE FINER"  
PH. 2301

BANK OF AMERICA TERMS

OLDSMOBILES  
MERCURYS  
BUICKS  
CHRYSLERS  
PONTIACS

PALM CANYON DRIVE AT SUNNY DUNES RD

## 6—The Desert Sun

PALM SPRINGS, CALIFORNIA  
Tuesday, February 7, 1950

(Starts on Page One)

## The PUBLISHER'S Corner by OLIVER B. JAYNES

housing facilities for over 200 at one time. To be known as the Palm Valley club and located on Highway 111 just east of Smoke Tree Ranch, the project would represent an investment of over \$2,000,000. The club, which has many interesting new features as described elsewhere in this issue, is the dream of Ward Cohen who has had two successful hotel projects to his credit. The addition of this type of facility would undoubtedly attract many new people from all over the country to Palm Springs. It is indicative of a new area of growth that is bound to be in store for Palm Springs. If brought to a successful conclusion, construction will start in June for completion planned for December of this year. . . . The prospects that the old El Mirador hotel will be sold by the government next month and re-opened next fall also seem good. This would be another attraction to draw people to the desert, each establishment tending to interest a new group in the advantages of a desert vacation.

**CONGRATULATIONS** to the Palm Springs Rodeo association for a wonderful show—to the city government for having planned and built the excellent rodeo and baseball facilities at the Polo Grounds and to the taxpayers who footed the bill for these fine improvements. As I have pointed out in this corner before, the tax bills are somewhat burdensome these days, but it's satisfying to see the money being spent for such needed facilities. People will return again and again to the many events that will be staged at the Polo Grounds. The events which the new recreational center makes possible will serve the dual purpose of bringing people here and entertaining our visitors who have come for extended vacations. The Rodeo association proved that this event could be successfully staged under entirely local auspices and that the profits from such shows can be retained by the association to sponsor additional attractions. The success of last weekend's Rodeo has thus marked the opening of a new era in the presentation of out-door attractions in Palm Springs. That's why we should be so grateful for the voluntary efforts of all who had a part in it.

From Page One—MORE ABOUT

## POLICE

and checks) Racquet Club, Village Theater and several of the smaller hotels.

Other types of official headaches were caused by fights, a Peeping Tom early Sunday morning and an inter-family fracas at one of the local nightclubs where the husband broke his wife's glasses with a roundhouse.

Headquarters will be set up and announced at a later date by the fund chairman and volunteers will operate the offices.

From Page One—MORE ABOUT

From Page One—MORE ABOUT

## RODEO

bronc riding there was a tie for first between Buster Ivory and Lawson Fore with Harvey Luer, third; and Chuck Sheppard, fourth. Ivory, riding for the first time in two years, came out of retirement due to a broken neck in his last showing.

In the bareback riding division there was another tie for first between Carl Mendes and Lucky Buck.

Bulldogging was won by Lonnie Allen with Harvey Luer second, Chuck Sheppard third, and Leonard Mitchell fourth.

The calf roping was won by Dan Poore, followed by Clay Carr, Chuck Sheppard and Sam Fancer.

**PERFECT WEATHER** for the two-day affair was credited to the "mighty fine work of the padres" who were ascribed to have prayed for the right type of rodeo weather. Although cloudy, yet the temperatures were in the low 70s which lent to the spectators' comfort.

Announcement as to the financial returns of the show had not been made at press time last evening but it was indicated that the show was "in the black."

EGGS beat more readily if you keep the bowl steady. Fold a towel and place it under the bowl. This will also help to cut down noise.

If fat catches fire while broiling, turn off the oven and close the broiler door. If the fire persists, sprinkle the flame with salt.

When baking foods which might drip on the oven, place a cookie sheet on the bottom of the oven. Let the spilled material burn dry until it chars; then it's easy to lift off the burned foods with a spatula and keep the oven clean.

## Census Checkers To Start Village Count on April 1

Census count in Palm Springs which will start April 1, will be under the direction of Frank Timmons of Riverside, who announced last week that appointments for local canvassers will be made shortly after a short non-competitive examination handled through the post office.

In view of recent activities locally by spurious alleged census takers, Timmons cautions people of the Village to beware of false enumerators inasmuch as there have been several instances where people have been approached by people asking questions of residents and representing themselves as census takers.

"There are no appointments as yet," Timmons said; "when the count comes up, all representatives will be supplied with the proper credentials—ask to see their identifications," he warned.

**"EASY DOES IT"**

BY HELEN HALE

**WASHING DISHES** which have had flour or sugar mixtures in them should be rinsed in warm water before washing; dishes which have had eggs and milk in them should be rinsed with cold water first, to loosen food easily.

Use soft paper for wiping tables and ranges before washing them with soap and water. Grease adheres to paper more readily than it comes off with moisture.

When a recipe calls for a small amount of onion juice, cut off a thin slice at the base end, then

### RECIPE OF THE WEEK

#### Creamy Oyster Stew

(Serves 6)

1/2 cup butter  
2 dozen raw oysters,  
drained  
1 teaspoon finely minced  
onion  
1 quart milk, scalded  
1 1/2 teaspoons salt  
1/2 teaspoon pepper  
1 teaspoon worcestershire  
sauce  
1/4 cup grated American  
cheese.

Melt butter in sauceman over low heat. Add onion and oysters and heat just until edges begin to curl. Add seasonings. Add to hot milk. Heat bowls and add a pat of butter to the soup. Sprinkle with cheese.

Scrape off the juice with the tip of a teaspoon.

Butter slices more easily when it's hard, if you use a knife which has been dipped in boiling water.

Tea and coffee cups which have become stained clean easily if they are wiped with a damp cloth which has been dipped in baking soda.

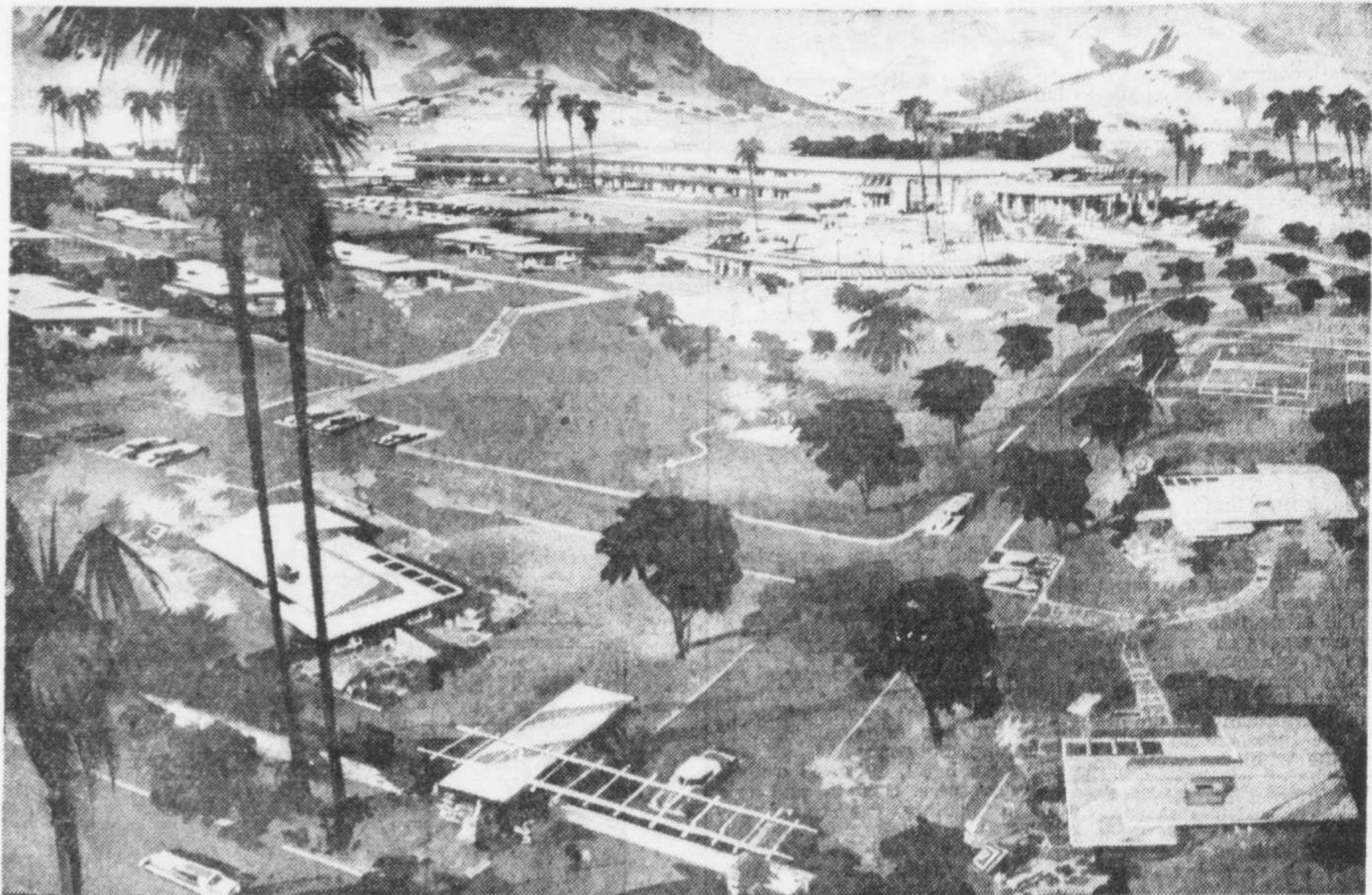
Eggs beat more readily if you keep the bowl steady. Fold a towel and place it under the bowl. This will also help to cut down noise.

If fat catches fire while broiling, turn off the oven and close the broiler door. If the fire persists, sprinkle the flame with salt.

When baking foods which might drip on the oven, place a cookie sheet on the bottom of the oven.

Let the spilled material burn dry until it chars; then it's easy to lift off the burned foods with a spatula and keep the oven clean.

## Architects Drawings of Proposed Palm Valley Country Club



PALM VALLEY CLUB—Above is a general view, looking south from the entrance gate of the new Palm Valley club to be built on a 40-acre tract on Highway 111. In the foreground is the entrance gate and attendant's house. The bungalows with spa-

cious grounds and individual patios are shown on the grounds, tennis courts at right center, swimming pools for adults and children, upper center, and the two story clubhouse in rear showing the circular dining room and Sky Room cocktail lounge, above, at the right.

From Page One—MORE ABOUT

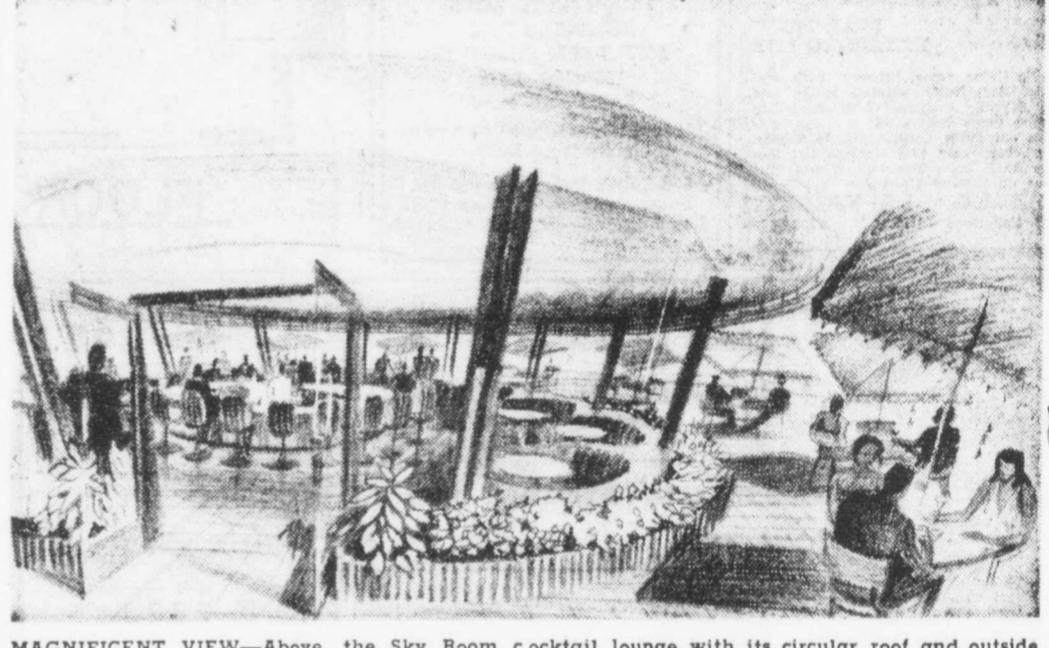
## Announce Plans For Country Club

There will also be a private, sound-proof Men's Bar, a large main dining room and several smaller dining rooms. Even the members' pets will have their own "clubs," known as "Pet Haven." All 40 acres of the club's property will be completely enclosed with attendants on 24-hour duty.

Main building of the club will have 100 private rooms. Cottages, virtually individual homes, will be equal to 105 rooms with three and four bedrooms to each cottage. These will also contain living room with fireplace, bar and kitchen. A specially designed motorbike with refrigerator and hot oven can rush food and drink in a matter of seconds to those staying in the cottages if they desire.

**ONE OF THE MOST** unusual features of Palm Valley club is the membership fee and general price scale which Cohen has established. Membership to the club will be by invitation and is limited. Many prominent men in Los Angeles, Palm Springs and southern California have already asked for membership, as well as those from New York, Chicago, Seattle, Portland, Boston and San Francisco.

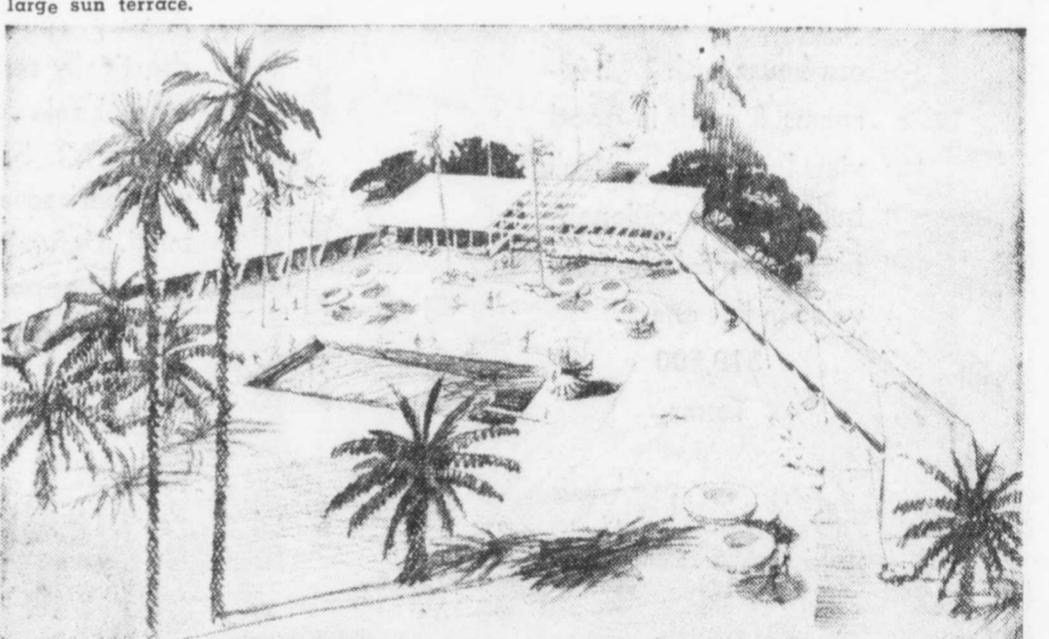
Cohen announced that the first 500 members will pay \$500 and the second 500, \$1000. Firm memberships will be \$1000.



MAGNIFICENT VIEW—Above, the Sky Room cocktail lounge with its circular roof and outside terrace. A magnificent view of the mountains and all around and the desert will be available from the glass enclosed room.



THE CLUBHOUSE—The east section of the club house with its first and second floors and the living accommodations, each with its own sun porch, is shown above. In the foreground is the large sun terrace.



THE POOL—The official Olympic-size swimming pool is shown here with the dressing room at one end and cabanas on either side. A wide sandy beach surrounds the pool.

From Page One—MORE ABOUT

## CHEST

On an annual basis this results in contributions from \$300 to \$24,000. Community Chest leaders nationally say that solution of all charity problems lies in the withholding system. Warm commendation has been voiced of the City of Palm Springs plan which is believed to be one of the most progressive systems in southern California.

**ARTHUR HOFF** is heading the schools division and is hopeful that his division again will match the high per capita rec-

ord of last year. Community Chest statistics in most cities show that teachers, although their salaries admittedly are low, are among the most generous donors to Chest appeals. This is explained by the fact that teachers are close to and aware of the youth and charity work handled by the Chest funds.

With the Palm Springs divisions well underway, the Chest appeals in Cathedral City and Desert Hot Springs will be started this week.

## GENERAL ELECTRIC APPLIANCE

• PLUMBING • HEATING  
• COOLING  
HENRY A. SIMSARIAN

250 N. Palm Canyon Dr.

Phone 2768

vision and the Schools division.

In the former, a new deduction plan developed this year by the city government has nearly tripled the amount of contributions from the city employees. Each month City Treasurer R. W. Peterson is authorized by the municipal workers to withhold from their pay checks amounts ranging from 25 cents to \$2.00.

## Peacocks Celebrate Anniversary

Mr. and Mrs. Elmer T. Peacock celebrated their 30th wedding anniversary Friday with a champagne party at their home in Palm Desert. Following the champagne cocktails the company proceeded to the Chi Chi Blue Room for a dinner party which was topped off with a huge wedding cake with 20 flaming candles. After dinner they repaired to the lounge for Arthur Blake and the Chi Chi floor show.

Guests congratulating the Peacocks included Mr. and Mrs. Fred Hathaway, Mr. and Mrs. Timm, Mr. and Mrs. Russell Smedley, Mr. and Mrs. J. W. McLaughlin and Miss Betty Hann.

## Mrs. T. A. Willard Opens Home Here

Mrs. T. A. Willard (Florence Willard), Santa Catalina Road, after three months travel in Europe and the holidays in Honolulu, has returned to her home in Beverly Hills.

Mrs. Willard has opened her home in Palm Springs for the training season with houseguests for the weekend. Mrs. Ivan Goff, Mr. and Mrs. Melvin Jensen and Louis Jean Heydt of New York.

Houseguests helping to open the house this weekend are Major and Mrs. Ned Simpson recently returned from Tokyo, and Ted Draper of the Herald Express.

## SEE

333 TAMARISK ROAD  
Just across the street from the Darryl Zanuck Estate.

If you like the Main House, Guest House, Swimming Pool, and Beautifully Landscaped Yard, from the outside, then call us for an appointment and we will be pleased to show you the inside.

PRICED TO SELL  
Exquisitely furnished.  
FOR ONLY \$37,500

On Easy Terms

Will Trade  
for Long Beach

Call

PETER B.  
SHEPTENKO  
EXCLUSIVE AGENT

475 N. Palm Canyon Drive  
Phone 2727

## REDUCE AT HOME

NIAGARA PENETRATING MASSAGE UNIT  
AS ADVERTISED IN SUNSET MAGAZINE  
• FIRMS SAGGING STOMACH MUSCLES  
NO DISROBING  
• REFRESH TIRED ACHING FEET AND BACK  
NO ELECTRICAL CURRENT THRU BODY  
Underwriters Laboratories Approved.  
PALM SPRINGS HEALTH & REDUCING SALON  
457 N. PALM CANYON  
FREE TRIAL and Information Your Home or Our Office  
NIAGARA HOME REDUCING UNITS CO.

## Shadow Mountain Club Hosts Dinner Guests



Hosts of their visiting house-guests at the Shadow Mountain Club Saturday night were Mr. and Mrs. Kenneth Kirk, center, who entertained Ralph Cardoza, left (head of the

famed lithographing firm which makes the country's Christmas and greeting cards) Mrs. Harry Haake, Mr. and Mrs. Kirk, Mrs. Cardoza and Mr. Haake.

Mr. and Mrs. Cardoza spent the weekend here from their home in Holmby Hills; Mr. and Mrs. Haake reside in San Marino.

Photo by Willis

## Moonlight Barbecue at Grant Ranch

Mr. and Mrs. Bill Grant were hosts Wednesday night for a moonlight steak barbecue at their new Thunderbird Ranch hacienda. Guests who gathered for sizzling steaks and fireside singing included Mary Gargan (Bill is in NYC doing a television contract), Mr. and Mrs. Travis Rogers, Mary Reinhard, Toni and Johnnie Boyle, Monty Montana, Frank and Janice Bogert, Mr. and Mrs. Jim Malone and Jesse Call.

## Arabian Nights Ball Scheduled For February 16

Second annual Arabian Nights Ball will be held at Shadow Mountain Club in Palm Desert on Thursday evening, Feb. 16. The event will be a prelude to the National Date Festival which will open in nearby Indio the following day.

Honor guests who will be candidates for queen of the Date Festival. The queen will be announced at a luncheon at noon following the ball at Shadow Mountain Club.

In keeping with the theme, guests will be in Oriental costumes. Last year's event brought out much striking raiment and this year's affair is expected to produce even more colorful costumes. Coachella Valley residents wear a similar garb through the entire week of the festival, which is combined with the Riverside County fair.

Many local, county and state dignitaries, who will attend the festival, have already made reservations for the Arabian Nights ball.

## Villagers Dine At Palm House

A gay table of Villagers took over at the Palm House Saturday night following cocktail partying at the Vincent Marcos and the Harold Murphys. Vic Sudaha held up the show for the slightly belated dinner guests who stayed on after dinner for dancing until festivities opened up at the Palm's night cap party.

Having fun at the no-host table were Dr. and Mrs. Carl Flandrick, their son, Robert Flandrick, Gueneth Cobb, Graham Dexter, Judge and Mrs. Newell Carns, Mr. and Mrs. Harold Murphy, Juana Warner, Belmont Sanchez, Jayne Hazard, attorney Elmer Brownlee, who is director of the Jesters, and Mrs. Brownlee, Leeland Woods, Maxine Gerhart and Mrs. Granata.

Mary Nelson and Bill Boggess flew to Mexico to lunch Friday to get some gimmicks for the may modern house they have whipped up in Sunview Estates. Everybody who's seen it says, "sensational and terrific," even Cobina Wright, and columnists are notoriously hard to please. It should be so it should be Earl and slow to go overboard. And so it should be so it should be Earl Cordrey mixed the colors for the outside, Mary Nelson mixed the colors for the inside, Albert Frey designed it in the first place. Lots of high power talent usually achieves the unusual.

## Florsheim Party Is Merry One

Irving Florsheim arrived from the East last weekend in time to host a Saturday night cocktail party and dinner dance at the Racquet Club.

His guests included Dorothy Gray, Elizabeth Gordon, Mrs. Irving Nether and Mrs. Townsend Nether (both Irving and T. were called to Chicago immediately upon their arrival due to the death of their step-father), Mr. and Mrs. Charles Farrell, Bill Armstrong and Bill Girard.

Incidental Info

Mr. and Mrs. John Gallois were entertaining columnist Cobina Wright over the weekend at the house on the hillside with the

## Murphys Leave For Acapulco

Off on Sunday for Acapulco, Mexico, were Mr. and Mrs. Harold Murphy who have closed their hacienda in Tahquitz Desert Estates until March. They will drive down for a little beachcombing on the luxury front.

## From Mexico City

William W. Hodgeman Jr. arrived in the Village Wednesday from a trip to Mexico with the circuit by motor including Acapulco, Mexico City, Taxco and way points. A veteran of many a motor trip to Mexico City he drove by the new road which leaves from Juarez, rather than the more usual route from La-Redo; reported less nervous strain from precipitate grades and sharp curves with 1000 foot drop-offs via Juarez.

The following evening Mr. and Mrs. Radford entertained for the same group with cocktails at the Tennis Club, dinner at Rudy's and afterward the Tenthouse Theater.

## APRICOT FIREWOOD

\$25  
CORD

Delivered

•

Palm Springs  
Builders Supply  
Co.

PH. 2107

## Portrait of the Week

BY BERNARD  
OF HOLLYWOOD



## The Desert Sun—7

PALM SPRINGS, CALIFORNIA

Tuesday, February 7, 1950

## Racquet Club Party Hosted By Johnsons

Mr. and Mrs. H. F. Johnson were hosts Saturday night for a dinner dance at the Racquet Club in honor of their house-guest, Mrs. Bobbie Hunt from Sydney, Australia. Dining and dancing were Mr. and Mrs. James Kemper, Mr. and Mrs. F. C. Dougherty, Mr. and Mrs. Neil Jamison and Mr. and Mrs. Henry McIntosh, III, of Hobby House, Mentor, Ohio.

## Weekend Visitor

In the Village over the weekend was jet pilot Captain Ed Sharpe, U.S. Air Corps, who swooshed in from San Francisco, total flying time 45 minutes. He was stationed at March Field during the war.

## HOLLYWOOD'S New Country Club HOTEL

Hollywood's new \$2,000,000 hotel offers ultra-modern conveniences, perfect location, together with advantage of resort atmosphere. A new design for living... complete enjoyment... round-the-clock activity... at a comparable cost of ordinary hotel accommodations!

From \$6 Daily—\$135 Monthly  
445 N. Rossmore Ave.  
Phone HO. 3-2701

## Tenthouse Theatre

Ramon Road at Palm Canyon Dr.

"In the Round"  
COMFORTABLY HEATED

Feb. 7-12

## "The Male Animal"

With an all New York company.

Dickie Moore  
Marrian Walters  
Gertrude Kinnell  
Barnard Hughes

Sunday Matinee

2:30

NEXT WEEK—"YEARS AGO" by RUTH GORDON  
For Reservations Phone 5242 or Leading Hotels.

Gen'l. Adm. \$2.50 inc. tax

SUNDAY MATINEE SPECIAL PRICE \$1.25 PLUS TAX



CENTRAL MOTORS  
496 N. Palm Canyon Dr. —Palm Springs— Phone 9032 or 2272

it's  
**FIESTA NIGHT**  
Tonight  
(and Every Tuesday Nite)  
at

LA CASA de MUÑECHA  
(which means)  
THE DOLL HOUSE

A bit of Old Mexico has been brought to Palm Springs. Come and join in the Fiesta for fun and laughs.

Featuring Delicious  
**MEXICAN FOODS**  
By MARCOS  
Serving his famous Mexican foods every Tuesday night.  
YOUR HOSTS  
Jorge and Ethelita

**CHI CHI**  
THREE TERRIFIC  
SHOWS NIGHTLY  
FEATURING  
ARTHUR BLAKE  
WITH  
THE FORD PANTOMIMISTS  
AND  
THE BEST DINNER IN TOWN  
DANCING IN LOUNGE

## APRICOT FIREWOOD

\$25  
CORD

Delivered

•

Palm Springs  
Builders Supply  
Co.

PH. 2107

By Mrs. Paul W. Clark

# Cathedral City News

Telephone 84-523

## Club to Present Albert Vertchamp

Albert Vertchamp and his Guadagnini violin will again be heard here in concert on Sunday evening, Feb. 26, at the Palm Springs Woman's clubhouse on Tahilla road. Lovers of music knew what to expect last year but some who had never cared much for the violin were surprised to find that they could thrill to the notes as played by a master hand. Albert Vertchamp has been known in musical circles as one of America's first violinists as he appeared three times in one season at Carnegie Hall in New York. In Hollywood he was Paramounts musical director for a number of years and is at present first violinist at

## Hi-Twelve Club Elects Officers

A constitution and by-laws was adopted at last week's meeting of the newly organized Palm Desert High-Twelve luncheon club. Chairman of the publicity committee, Charlie Cobb, states that arrangements have been made for a charter presentation party to be held at the Shadow Mountain Club on March 1. Dinner will be at 6:30 with a short meeting at 8 p.m. to be followed by dancing for wives and guests. The next regular meeting, under the chairmanship of Col. Robert Ellsworth, president, will be held at noon February 15 at the Palm Desert Coffee Shop.

## ALMOND FIREWOOD

\$25 Per Cord Delivered

\$24 in 3 Cord Lots.

- also -

Other Well-Cured Fireplace Wood.

CHARCOAL AND BRIQUETTS

Phone 8-3554 or 6164

## WHERE TO FIND IT!

### AMBULANCE SERVICE



### AMBULANCE SERVICE

WIEFELS & SON  
666 Vella Road  
Palm Springs  
Phone 2377

### BUILDING SPECIALTIES

Asphalt Tile - Linoleum  
Carpeting - Venetian Blinds  
Weather Stripping  
Metal Wall Tile  
Philip H. Lester  
390 Sunny Dunes Road  
Phones: 4423-Res. 24943

### BUILDERS' SUPPLIES

BUILDING  
SUPPLIES  
"To Meet Your Every Need"  
**DILL**  
Lumber Co.  
JOHN M. WOOD, Mgr.  
679 So. Palm Canyon Dr.  
Phone 2758 and 2759

Clean Up, Fix Up, Paint Up

### Fuller Paints

ALL YOUR PAINT NEEDS CAN BE SUPPLIED NOW  
COMPLETE . . .

LUMBER AND BUILDERS' SUPPLIES

Planing Mill  
Rock and Sand Plant  
Stone and Tile  
Paints and Hardware  
**PALM SPRINGS BUILDERS' SUPPLY CO., LTD.**  
Sunny Dunes Rd. Ph. 2107

• Ready Mixed Concrete  
• Rock and Sand  
• Washed Plaster and other specification rock products.

PROMPT DELIVERIES  
(Any hour-day or night)

**Desert Rock Co.**  
N. INDIAN AVE  
Near Garnet Station  
PHONE 2776

Building Costs Down!  
Remodeling - Repairs  
New Construction  
LET ME BID YOUR JOB!

**TRENT MEREDITH**  
Licensed - Bonded  
General Contractor  
Phone 2-4232

### CLEANING

Desert Cleaners  
6-HOUR SPECIAL  
CLEANING  
Pick Up and Deliver  
Call  
Palm Springs  
2733

### FLOOR COVERING

### CARPET LAYING

by tackless method.

### SEWING AND BINDING

### Carpet Cleaning

### and Dyeing

### FURNITURE CLEANED

All work guaranteed.

36 years carpet experience.

W. H. SPENCER

Home Ph. 4532

VALLEY FLOORS

Palm Village 7-6651

Sales & Service of

Floor Coverings

LAUNDRIES

DESERT HAND LAUNDRY

Specializing

FRENCH HAND WORK

Pick Up and Delivery

Call

Palm Springs 2733

MOVING & STORAGE

LOCAL—LONG DISTANCE

**Moving**

Agent for

BEKINS

VAN LINES

No Job Too Large

—Or Too Small

Palm Springs

Transfer Co.

Phone 4305 P. O. Box 861

JOB PRINTING

All Types of

**COMMERCIAL**

**PRINTING**

Highest Quality Work

Reasonably Priced

THE DESERT

MAGAZINE PRESS

Phone Palm Village 76311.

Representative will call.

RADIOS

Reeds Radio Shop

SOUND SYSTEMS

RADIOS

RADIO RENTALS

875 N. Palm Canyon

Phone 2-6255

## Spring Flowers For Club Women

Spring flowers bloomed in profusion for the Cathedral City Woman's club Wednesday at the Town Hall. "Flower arrangements" was the topic of the speaker Eddie Daniels, a resident of Cathedral City, and who for twenty five years was a leading Hollywood florist. Roses, gladiolus, asters, ranunculus, camellias, baby orchids and many more lovely flowers were made into arrangements for the delight of the audience.

Exquisite baby orchids not more than two inches in diameter were made into corsages, also camellias and roses. At the end of the talk, members were given the opportunity to buy the corsages and flowers to help the ways and means fund.

Members of the Palm Springs Woman's club garden section were guests of the club. Hostesses for the day were Mmes. Clare E. Ballagh, Curt Ring and P. S. Tiernan. The tea table was resplendent with a lovely new lace tablecloth and two silver tea services bought for the clubs' own use and used for the first time at this meeting.

## March of Dimes Drive Successful

Warner Moon, Chamber of Commerce president who supervised the March of Dimes campaign in Cathedral City, reports the gratifying total of \$225.00 collected in the miniature iron lungs.

The Everis F. Mills of Lodi and Lake Tahoe have purchased and are occupying the large adobe home of the Fred E. Gibbons located on Cathedral Canyon drive in Sunair Park. Mr. Mills is a cousin of Wilson Ellis, also of Sunair.

Mrs. Dorothy Edwards and her two children from Oxnard are visiting her parents the Russell Smedleys for a few weeks.

## 8-The Desert Sun

PALM SPRINGS, CALIFORNIA  
Tuesday, February 7, 1950

## Harry Watts Elected Head Of Newly Formed C.C.A.C.

At a meeting Friday evening of the Cathedral City Ball club, Harry Watts was elected president of the reorganized club. The new name will be Cathedral Athletic club. Other officers elected are Ray Vogel, vice president; Charles H. Dickey, secretary-treasurer. Directors are Edward Biles, Hart Kopp, Harold Milner, Al Patane and "Pop" Southstone.

The revamped organization will embrace all types of sports for Cathedral City including the hard and soft ball teams for which the original club was formed. In accepting the presidency, Mr. Watts said that the purpose of the reorganization is to enhance the sports activities in Cathedral City, to enlarge the present membership and to collaborate closely with the other now existing associations in town.

Al Patane, presiding officer, organizer and single force behind the ball club movement was offered the presidency of the new organization but declined with this statement: "For the past year, the groundwork in this endeavor has been laid with the help of a few men. Now we have outgrown the initial phase of our program. I have served a term and feel the hard work has been accomplished and further the officers should be rotated in order to bring new force into our future program. As the new organization's first member, I will do all that is possible to help achieve our ultimate aim—a real athletic activity for Cathedral City that everyone will be proud of."

The plans and scope indicated by-laws of the organization, at the meeting are being embodied in the constitution and which will interest every resident of this town.

It was unanimously voted that a membership drive for charter members be augmented immediately and three-fourths of the quota has already been obtained.

Mrs. Helen A. Emery, school principal, said that the school club has been most generous in their school support. So far they have purchased over ninety dollars worth of books and a radio for the school. The breakfast consisting of grapefruit, bacon and eggs, hot rolls with butter and honey and coffee was under the supervision of Mrs. O. R. Lattner, chairman of the ways and means committee assisted by Mrs. Stanley Smith who is also club president and Mrs. Ashton.

Lion's club program chairman Jim Woiseth announced that Paul Sampson of St. Louis will be the principal speaker at the club meeting next Thursday at the Town Hall. Mr. Sampson is an eminent dietitian and popular service club lecturer. His topic will be "The Joys of Eats."

Miss Esther Bloomfield, late of Shanghai, China, with her mother, was a house guest of the Russell Barclays last week.

Mrs. Barclay's brother, Roy Van Arsdel was a purser in the merchants marine in war time. His ship was unexpectedly ordered out of Shanghai leaving him stranded with no identification papers, money or clothing other than what he wore.

He was befriended by Miss Bloomfield, personnel superintendent of Globe Wireless, who with her mother was a Shanghai concert.

Claude Cobb, Ray Potter and Elmer Colgazer made a three day fishing trip to the Colorado river just below Hoover Dam last weekend. "Fair fishing, lots of cold, lots of fun" they report.

## DISPOSAL OF CIGARETTE TELLS ALL

**I**F YOU AREN'T CAREFUL how you snuff your cigarette butt, some psychologist may read your innermost longings. As everybody these days is an amateur psychologist, your every smoke is in danger of becoming a Freudian session.

This has been brought about by experiments, now underway on the Bennington (Vermont) college campus using cigarette butts to discover the hidden personality traits of smokers. Mrs. Eric Fromm, wife of the noted psychologist who teaches at Bennington, is conducting the experiments.

Dr. Edward T. Hall, anthropologist and cultural psychologist at the college, has analyzed some of Mrs. Fromm's findings.

For instance, Hall says, if you are a butt masher, one who puts out the fire by crushing the cigarette viciously into the tray, you are "apparently holding back a great deal of hostility."

If you progress past this stage and actually press the butt into a fellow man's face, you aren't withholding as much hostility as in the previous example. You may be withholding some, it is granted, because it could be that you'd prefer to lop off his ears.

About the same holds true for those who push the burning butt into the wallpaper and furniture before throwing it away. Psychologists ignore these persons. They merely dislike their landlords and don't mind showing it. No subconscious hostility here.

The person who throws his cigarette into a tray and lets it burn out as it will is the type who has no concern for other men after their usefulness is over. An advanced example of this type is one who lets his cigarette burn out on a desk, a bureau or a window ledge.

The person who lets it burn out hanging unpuffed from his lips is unclassified, but psychologists suspect that he has no concern for anyone either—not even himself.

The smoker who tosses his cigarette butt casually on the floor does not necessarily show signs of improper upbringing.

**I**F YOU AREN'T CAREFUL how you snuff your cigarette butt, some psychologist may read your innermost longings. As everybody these days is an amateur psychologist, your every smoke is in danger of becoming a Freudian session.

This has been brought about by experiments, now underway on the Bennington (Vermont) college campus using cigarette butts to discover the hidden personality traits of smokers. Mrs. Eric Fromm, wife of the noted psychologist who teaches at Bennington, is conducting the experiments.

Dr. Edward T. Hall, anthropologist and cultural psychologist at the college, has analyzed some of Mrs. Fromm's findings.

For instance, Hall says, if you are a butt masher, one who puts out the fire by crushing the cigarette viciously into the tray, you are "apparently holding back a great deal of hostility."

If you progress past this stage and actually press the butt into a fellow man's face, you aren't withholding as much hostility as in the previous example. You may be withholding some, it is granted, because it could be that you'd prefer to lop off his ears.

About the same holds true for those who push the burning butt into the wallpaper and furniture before throwing it away. Psychologists ignore these persons. They merely dislike their landlords and don't mind showing it. No subconscious hostility here.

Throwing away the butt is a subconscious drive, and he's floundering about, awaiting your suggestion that there's an ashtray within reach or hoping you will hurl it at him. He's closely allied with the fellow who flicks ash on the rug when the tray is at his elbow.

He differs from the person who carelessly flings away his cigarette outdoors. This Personality X... is extrovert to the core and has no inner urges expressed only by manipulation of cigarette butts. He thrusts care from him as carelessly as he tosses away his cigarette.

To return to the smoker with the locked-in emotions, there is the confused person, "torn apart inside," who takes it out on the cigarette by shredding the tobacco while smoking it. He pulls out long strands, getting his mouth full and necessitating his own self-purification.

These findings do not flatter humanity. The cigarette smoker who wishes to conceal his true personality might give up smoking to prevent further psychoanalysis. Or he might switch to cigar puffing—a field possibly unexplored by the doctors who delve in libido.

## IF YOU KNOW SOMEONE WHO SHOULD NOT DRINK

Send for FREE booklet, which proves to be the turning point onto the Highway of Happiness for thousands of sufferers. ACT NOW!

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

**Samaritan Institution**  
FOR EXCESSIVE DRINKING  
3350 Wilshire, Los Angeles  
Phone DR. 1241  
Licensed by the State of California

## PRINTING...

## PRINTING...

## PRINTING!

## We're Doing It at The Desert Sun

Completing its service to the community, The Desert Sun is now equipped to do Commercial Printing of all types. For some years, a printing service was offered by The Desert Sun but the work was done in Banning. A year ago last September, we installed our own newspaper plant. It has now been enlarged to include a complete commercial printing service.

In establishing the printing department, known as The Desert Print Shop, purchase has been made of all machinery of the Limelight News. This machinery and equipment has been moved to The Desert Sun and combined with the newspaper composing machinery. The printing plant will be in full operation in a few days....

The Desert Sun now offers the only printing service in Palm Springs. Prices will be competitive, for the same quality of work, with outside firms—and prompt service will be maintained. So remember to come to The Desert Sun office in Colborn Center for

# WATCH THESE PAGES FOR LISTING OF LEADING DESERT AREA REALTORS

## The Desert Sun CLASSIFIED ADS

Published every Tuesday and Friday

PHONE 2249

P. O. BOX 190

PALM SPRINGS

RATES

One	Two	Four	Nine		
Time	Times	Time	Time		
Per	Line	25	45	80	160

DEADLINES

TUESDAY ISSUE—10 A. M. MONDAY

WEDNESDAY ISSUE—10 A. M. THURSDAY

MINIMUM AD. 3 LINES

COUNT 26 LETTERS AND SPACES

TO A LINE

• ABBREVIATE WORDS.

• RATES BASED ON CONSECUTIVE

ISSUES

• DISCOUNT 10 PER CENT FOR PAYMENT IN ADVANCE ON 2 OR MORE INSERTIONS.

12

16

18

20

22

24

26

28

30

32

34

36

38

40

42

44

46

48

50

52

54

56

58

60

62

64

66

68

70

72

74

76

78

80

82

84

86

88

90

92

94

96

98

100

102

104

106

108

110

112

114

116

118

120

122

124

126

128

130

132

134

136

138

140

142

144

146

148

150

152

154

156

158

160

162

164

166

168

170

172

174

176

178

180

182

184

186

188

190

192

194

196

198

200

202

204

206

208

210

212

214

216

218

220

222

224

226

228

230

232

234

236

238

240

242

244

246

248

250

252

254

256

258

260

262

264

266

268

270

272

274

276

278

280

282

284

286

288

290

292

294

296

298

300

302

304

306

308

310

312

314

316

318

320

322

324

326

328

330

332

334

336

338

340

342

344

346

348

350

352

354

356

358

360

362

364

366

368

370

372

374

376

378

380

382

384

386

388

390

392

394

## We Have With Us Today

There is nothing like a Grade A rodeo to fill up the town. Every body and his grandmother and his dog was in the Village over the big rodeo weekend and you couldn't find a vacancy sign from here to Coachella. A full moon invited visitors out into the desert for steak broils and picnics and everything was sweet and light from the point of view of hotel owners as well as visitors.

## Hotel the Oasis

We have with us today many friends who are re-uniting at the time of the year at Hotel The Oasis:

Mr. and Mrs. George H. Webb, Petaluma, Calif.; Mr. and Mrs. A. S. Eldridge and daughter, Mrs. Wesley Eldridge, Seattle; Mr. and Mrs. Alfred Frank, San Diego.

Among a few of the newcomers to the hotel with the old-village atmosphere are:

The Shannons of Pasadena; Jeans Gibson, Joan Tierney, and Corinne Gaupel of Los Angeles; Mr. and Mrs. Franklin Wentworth, Redondo Beach with the H. W. Forsters of Philadelphia, Penna.; Mr. and Mrs. Clayton Mammel of Wichita, Kansas, joined by the L. A. Jacksons of Wichita.

Quite the event of the week was a surprise birthday party given Mrs. David B. (Aunt Nettie) Crawford of Parkersburg, West Virginia. Attending the party were some of Mrs. Crawford's closest friends: Mrs. Dickney, Mrs. Richmond, Mrs. Thompson, Miss Deising, Mrs. Elson, Mrs. Minahan, Mrs. Mammel, Mrs. Cox, Miss Helen Crawford, Miss Gertrude Hunt, and Mrs. Maude Watkins. All the guests surprised Aunt Nettie by carrying into her room a birthday cake decorated with candles and four wild deer cards. This decoration was very appropriate, as Mrs. Crawford is lovingly called "Queen of Canasta."

## Desert Inn

Square dance caller Ken Keeney and Jack and Al, "The Saddle Pals" deserve a large share of the credit for making the fortnightly Desert Inn Western dinner-dances a success, according to Social Director Helen Williams. Again, on Wednesday evening, Inn guests and villagers do-si-doed to Ken's calling and the distinctive brand of music put forth by the duo.

For  
Desert Living

A Pool Heated and Filtered.

Paved Patio  
Large Living Room  
Dining Room  
4 Bedrooms, 3 Baths

Three Fireplaces  
Outside Entrances to Your Guest Rooms  
All Completely Furnished.  
Reduced for quick sale to  
**\$27,500**

A Pleasure to Show.  
Phone 3673  
TERMS  
with easy payments.

**Munholland**  
& CO.  
431 N. Palm Canyon Drive  
Associate Brokers  
CHET HOOBER  
D. B. CARLIN  
FRANCES ELLIOTT  
Phone 3673

For Sale  
10 Acres

The largest parcel of its kind in the city of Palm Springs, 660 feet of Blvd. frontage on Ramon Road.

ALL UTILITIES IN  
Worth over \$3,000 an acre.

Owner will take  
**\$19,500**  
For Entire 10 Acres

**PETER B.  
SHEPTENKO**  
EXCLUSIVE AGENT  
475 N. Palm Canyon Drive  
Phone 2727

PALM SPRINGS EMPLOYMENT  
AGENCY

JANE D. BROWN

A COMPLETE EMPLOYMENT SERVICE

PH. 2838 180 N. INDIAN

The Banning Hoe-Downers, four couples who square dance and love it, again demonstrated a new square.

Recent Los Angeles Blue-bookers to visit the Desert Inn include Mr. and Mrs. Robert Sibert and Miss Peggy Sibert; Mr. and Mrs. R. N. Park, and Mr. and Mrs. J. G. Richardson and children are spending a week at the Inn.

New York Social Registerites Mr. and Mrs. Alfred L. Loomis and William Loomis were among weekend visitors at the Inn.

Vivacious Eleanor Page, society editor on the Chicago Tribune, made the Desert Inn her headquarters while on a whirl of social engagements and news-gathering in Palm Springs.

Mr. and Mrs. Theo. J. Van de Kamp of Los Angeles; Mr. and Mrs. Paul Fussell of Pasadena; and Mrs. and Mrs. Harold B. Starkey, who celebrated a wedding anniversary, were recent guests at the Desert Inn.

Mr. and Mrs. F. J. Bender of Omaha, Nebraska, have registered at the Desert Inn for the remainder of the season. Mr. and Mrs. Ernest Stauffen, Englewood, N. J., will be here for five weeks, and Mr. B. D. Miller, Falmouth, Me., and Mrs. J. J. O'Connor of Jackson Heights, N. Y., are here for a month.

Mr. and Mrs. Richard Ellis of Seattle are spending two weeks at the Desert Inn.

## Hotel del Marcos

It's Eastern Week at Hotel del Marcos with guests registered from Philadelphia, Baltimore, New York and points South.

Among new arrivals are Professor Emmy Zweybruk, artist and the country's top authority on the soap screen process of dying. With her is Peggy Williams. Both will go to Los Angeles to give the Board of Education a course of sprouts in the soap screen method. Dr. William Nunn from the staff of Johns Hopkins in Baltimore is vacationing with his grandmother. Mrs. Dolly Ellsworth, a foursome includes Mr. and Mrs. S. L. Friedman of Philadelphia and Capt. and Mrs. Freeman from Laguna. Also from Phila are Mr. and Mrs. M. Rudolph. Ranking as the Tiffany of the West is Daniel Zell, Portland jeweler who is here with Mrs. Zell and nephew Allan. Mr. and Mrs. John McDonald are making a return visit from Los Angeles. Mr. and Mrs. C. V. Link, Cincinnati, are retired and are spending a lot of time and having a lot of fun traveling around California.

## Los Arboles

Returning to Los Arboles from Los Angeles are Mr. and Mrs. Frank Holt. A foursome from Los Angeles are Mr. and Mrs. L. R. Johnson and Dr. and Mrs. Glenn E. Jones. Mr. and Mrs. J. W. McCray and family left Portland in a driving snow storm, arrived for warm sun at Los Arboles. Also leaving Portland by plane with the temperature five below, was Miss Carol Hueston, who couldn't believe her five-hour trip could bring such a change. From Los Angeles Roberta Thomas and Barbara Wade were vacationing from teaching school. Mr. and Mrs. Frank Johnson are registered from San Pedro with their young daughter. Mr. and Mrs. David Rothstein have arrived from Los Angeles.

## Coronet Lodge

Holidaying at Coronet Lodge are Mr. and Mrs. G. Hale, owners of the Mount Tom hotel in Bishop; Major and Mrs. John J. Wade Jr. and son, U. S. Marine Corps; Mrs. A. J. Hamer and son, Mr. and Mrs. Richard B. Caswell, from Sierra Madre, he a cattle king of the area; Mr. and Mrs. Carl Lagerquist of Minneapolis; Mr. and Mrs. Sid Newman, Los Angeles; Dr. and Mrs. Herman Schlossberg, Los Angeles, All-Year Clubbers Mr. Hughes and Mr. Howe; Mr. and Mrs. Neil Pearlston and daughter.

## Bonaire Village

Staying at Bonaire is beautiful Gloria De Haven, John Payne's ex; Mack Gordon, composer; play boy Pat De Cicco, David May; Mr. and Mrs. Eddie Silverman and family, Col. Clarence Schoupe, Alsea Bay, Mr. and Mrs. Paul Schweiger of Los Angeles, she the granddaughter of one of Los Angeles' early day residents, Jennie March.

## Casa del Camino

Back to Casa del Camino for a second season are Mrs. Bess Brill and her mother, Mrs. Robison from Portland. Mrs. Gerda Ahlon has returned after a week's trip for more rest and sunshine before leaving for Chicago. She sails for Sweden in April. Spending ten days are Mr. and Mrs. Axel Johnson of San Mateo and their daughter. From Los Angeles Mr. and Mrs. Kerling and Mrs. Kerling's mother. Also from Los Angeles are Mr. and Mrs. Nate Sitkoff, who are here for several days.

## Flies to Washington

Mrs. Stewart Pickering and her son, Malcolm, flew to Washington Sunday to attend the funeral of Mrs. Pickering's mother.



TALKING IT OVER—Belmont Sanchez, left, chairman, and Leeland M. Woods, vice-chairman, of Desert Circus Awards committee, view boxes of 14th Annual Circus tickets now on sale.

## Where to Go---What to See

## Today, February 7:

SOROPTIMISTS, 12:15 p.m., Chi Chi, weekly luncheon meeting for members and guests.

AMERICAN LEGION, 8 p.m., War Memorial building.

BASKETBALL, 8:30 p.m., county league; Palm Springs Athletic club—Palm Springs Doll House five vs. Indio town team.

DESERT MUSEUM, 8 p.m., films: "The Gift of Ssai Lun-Paper," "Sightsseeing at Home," "Principles of Electricity," "Borax—from Desert to Farm," and "Unseen Worlds."

TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

## Wednesday, February 8:

ROTARY CLUB, 12 noon, Chi Chi, weekly luncheon meeting for members and guests.

BASKETBALL, 7:15 p.m., high school gym, city league; Rudy's Gardeners vs. Globetrotters; 8:30 p.m., Rockets vs. Desert Hot Springs.

DESERT MUSEUM, 8 p.m., Town Hall in Cathedral City, Director Lloyd Mason Smith with colored slides, "The Petrified Forest of Arizona."

TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

## Friday, February 10:

SQUARE DANCING, 8 p.m., Palm Springs Athletic club.

DESERT MUSEUM, 8 p.m., Anthropology series; Films: "N'Gir," "Glory of the Pharaohs," "People Who Live by the Sea," and "in color," "Africa Tribes."

TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

## Saturday, February 11:

DESERT MUSEUM, 9 a.m. to 6 p.m., Hike to Lost Palms from Cottonwood Springs, about seven miles easy trail walking, some 100 miles driving round-trip. Bring lunch and water.

DESERT MUSEUM, 8 p.m., Guest lecture, H. R. Pemberton, Los Angeles, with amazing new color movies on "Pacific Marine Mammals."

TENTHOUSE THEATRE, 8:30 p.m., The Male Animal.

## Sunday, February 12, Abraham Lincoln's birthday:

CHAMPIONSHIP TENNIS, 1 p.m., The Tennis Club.

BASEBALL, 2 p.m., Polo Grounds; Palm Springs Dodgers vs. Banning town team.

TENTHOUSE THEATRE, 2:30 p.m. and 8:30 p.m., The Male Animal.

## Monday, February 13:

AMVETS, 8 p.m., Desert Bird and Flower group meeting; Films: "What Bird is That?" "I Made a Victory Garden," and "Wild Fowl in Slow Motion." Illustrated talk by Cecilia Foukles of Mecca, "Bringing the Desert Into Your Home."

COUNTY LEAGUE BASKETBALL, 8:30 p.m., Palm Springs Athletic club, Doll House five vs. Perris town team.

**BARTENDER**  
Available  
For Private Parties  
References Furnished  
**Phone 5526**  
Howard Ethridge

CLASSIFIED ADS—PHONE 2249

## Special Announcement!

ANNE TRIOLA  
RKO

## Comedy Star

## TOMORROW NITE

WEDNESDAY — FEB. 8th

Starred as the Beetle in the film "Without Reservations." This comedienne with her comedy songs and skits has won her way into the hearts of patrons in America's leading hotels and night clubs.

## Don't Miss Seeing TRIOLA!

...HELD OVER BY REQUEST...

8th SENSATIONAL WEEK

## ZARCO and De LORIS

TERRIFIC NEW DANCE ROUTINES

## Remember . . .

The accent is on Food!

THE FINEST DINNERS IN TOWN.

PRICED FROM \$2.00

Phone 2309

## THE PALM HOUSE

THEATRE RESTAURANT

Just 3 Minutes South on Palm Canyon at the Big Curve

## HOTELS - APARTMENT HOTELS and APARTMENTS

These leading Hotels, Bungalow Courts and Apartment Houses provide their guests with every convenience that will make your vacation an enjoyable one... Plan a trip to the Desert soon!

Close to everything important!

## Canyon View

## HOTEL &amp; APARTMENTS

The golf course is but 2 minutes away. Shops are close... and Palm Springs' most celebrated cafe is nearby... Bus service to door... Coffee, Juices served to hotel guests if desired.

## For Reservations

...write or call

TWILA KING, Mgr.

## Canyon View Hotel

J. P. Seburg, Owner

1087 N. Palm Canyon Dr.

Phone 2761

## Casa Del Camino

Look for the RED SWEDISH HORSE SIGN on North Palm Canyon Drive

Modern, Deluxe Bungalows— Apartments

Hotel Rooms

...by day, week or month

## SWIMMING POOL

AVAILABLE

Write, Wire or Phone

for Reservation

1447 N. Palm Canyon

Phone 9018

THE  
Palm  
Lodge

463 MEL AVE.  
PALM SPRINGS, CAL.

"Where the Sun Spends the Winter"

Palm Springs

Phone 9985

## "Palm Springs' Finest"

Large, deluxe hotel rooms.

Heated and filtered swimming pool.

Kitchen apartments and suites.

## VERY ATTRACTIVE RATES

Los Angeles Phone

NO. 13817 or wire

## SWIMMING POOL

Located in the very heart of Palm Springs. The Oasis has been serving desert vacationists for 20 years.

121 S. Palm Canyon Dr.

PHONE 2101

## Bonaire Village

ATTRACTIVE POOL—60x40—HEATED  
PRIVATE SUN PATIOS  
COMPLETE APARTMENT BUNGALOWS  
MAID SERVICE—PRIVATE TELEPHONES

2675 N. Indian Ave.